12/4/87 C7715-3 A

SEPTEMBER 1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '87 VS '86	% INC	
	1987	1986		1987	1986
CHRYSLER	31695	44649	70.99	3.32	3.75
(Laser)	229	3603	6.36	.02	.30
(Le Baron/GTS)	18876	19452	97.04	1.98	1.63
(NY/S AY/Newport)	11577	21456	53.97	1.21	1.81
DODGE	32697	56373	58.00	3.42	4.74
(Daytona)	4558	4585	99.41	.48	.39
(Omni/Shadow)	7128	10833	65.80	.75	.91
(Aries)	7868	9668	81.38	.82	.81
(Lancer)	1734	6284	28.55	.19	.53
(600)	2837	6237	46.01	.30	.53
(Diplomat/Dynsty)	1354	4127	32.81	.14	.35
PLYMOUTH	26314	40963	64.24	2.76	3.44
(Horizn/Sundance)	7305	11490	63.58	.77	.97
(Reliant)	8428	10325	81.63	.88	.87
(Caravelle)	3099	3710	83.53	.32	.31
(Gran Fury)	628	1587	39.57	.07	.13
EAGLE	4580	9554	47.94	.48	.80
(Allnc/Eagl/Prem)	2941	7182	40.95	.31	.60
CHRYSLER CORP	95286	151539	62.88	9.98	12.73
FORD	130752	136787	95.59	13.70	11.49
(Escort)	40025	44803	89.34	4.19	3.77
(Probe)	-	-	-	-	-
(Mustang)	12784	16470	77.62	1.34	1.38
(Tempo)	13847	28348	48.85	1.45	2.38
(Taurus)	35229	19367	181.90	3.69	1.63
(Crown Victoria)	8108	9941	81.56	.85	.83
(T'Bird)	15333	17092	89.71	1.61	1.44
LINCOLN	15365	13995	179.79	1.61	1.18
MERCURY	46413	48377	95.94	4.86	4.05
(Topaz)	4664	5948	78.41	.49	.50
(Sable)	11989	7089	169.12	1.26	.60
(Grand Marquis)	9573	10018	95.56	1.00	.84
(Cougar)	12082	15623	77.33	1.26	1.30
LINC/MERC DIV.	64281	63643	101.00	6.73	5.34
FORD MOTOR CO.	195033	200430	97.31	20.43	16.83
BUICK	55495	99286	55.89	5.81	8.34
(Skyhawk)	3955	11445	34.56	.41	.96
(Somerset/Skylrk)	6620	12339	53.65	.69	1.04
(Century)	16725	32548	51.39	1.76	2.73
(Regal)	3750	9474	39.58	.39	.80
(Riviera)	882	4566	19.32	.09	.38
(Reatta)	-	-	-	-	-
CADILLAC	28538	36456	72.79	2.78	3.06
(Allante)	186	5	-	.02	-
(Cimarron)	1318	3581	36.81	.14	.30
(Eldorado)	1761	3798	46.37	.18	.32
(Seville)	1239	2982	41.55	.13	.25
CHEVROLET	139215	191183	72.82	14.59	16.05
(Celebrity)	21675	39845	54.40	2.27	3.35
(Corsica)	14345	-	-	1.50	-
(Beretta)	15293	-	-	1.71	-
(Cavalier)	23152	34835	66.46	2.43	2.93
(Camaro)	10206	16339	62.46	1.07	1.37
(Corvette)	1627	2788	58.36	.17	.23
(Monte Carlo)	5121	16009	31.99	.54	1.34
OLDSMOBILE	67917	130578	52.01	7.11	10.97
(Firenza)	1875	4000	46.88	.20	.34
(Calais)	9407	12236	76.88	.99	1.03
(Cutlass Ciera)	26010	39369	66.07	2.71	3.30
(Cutlass)	5935	17546	33.07	.62	1.51
(Toronado)	1324	2516	52.62	.14	.21
PONTIAC	62834	89185	70.45	6.58	7.49
(1000)	201	2174	9.25	.02	.18
(Sunbird)	6707	10049	66.74	.70	.84
(Grand AM)	14822	16132	91.88	1.57	1.35
(6000)	10520	29176	36.06	1.10	2.46
(Bonneville)	10531	4401	239.29	1.10	.37
(Firebird)	6133	9494	64.60	.64	.80
(Fiero)	3374	7738	43.60	.35	.65
(Grand Prix)	994	4214	23.59	.10	.35
GEN. MTRS CORP.	351999	546688	64.39	36.87	45.91
Misc. Domestic	11	4	275.00	-	-
Other Import	312331	292145	106.91	32.72	24.53
U.S. TOTAL	954660	1190806	80.17		

UNITED STATES SUMMARY
SEPTEMBER 1987 ISSUED 11/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
CHRYSLER	217401	278719	78.00	2.51	3.27	351741
(Laser)	4514	23662	19.08	.06	.28	28321
(Le Baron/GTS)	121281	129307	93.36	1.56	1.52	160600
(NY/5 AV/Newport)	82578	125006	66.06	1.07	1.47	160945
DODGE	310863	387602	80.20	4.01	4.55	510136
(Daytona)	25709	31919	80.54	.33	.37	36547
(Omni/Shadow)	93838	75680	123.99	1.22	.89	110505
(Aries)	70743	77224	91.61	.91	.92	104734
(Lancer)	18788	37846	49.64	.24	.44	47900
(600)	28096	49413	56.85	.36	.58	61305
(Diplomat/Dynsty)	9458	23113	40.92	.12	.27	31810
PLYMOUTH	268844	313189	85.84	3.47	3.67	415701
(Horizn/Sundance)	102007	87155	117.04	1.30	1.02	124754
(Reliant)	74861	96834	75.74	.97	1.16	127969
(Caravelle)	28286	29309	96.51	.37	.34	38522
(Gran Fury)	5827	11854	49.16	.08	.14	15509
EAGLE	34005	57527	59.11	.44	.67	74242
(Allnc/Eagl/Prem)	21568	44091	48.92	.28	.51	57287
CHRYSLER CORP.	831113	1037037	80.14	10.73	12.16	1351820
FORD	1088516	1036386	105.03	14.06	12.15	1364434
(Escort)	298727	313337	95.34	3.86	3.68	400695
(Probe)	-	-	-	-	-	-
(Mustang)	132734	136524	97.22	1.71	1.60	165854
(Tempo)	178109	198747	89.62	2.30	2.33	259896
(Taurus)	274932	148744	184.84	3.55	1.74	238610
(Crown Victoria)	91814	98714	93.01	1.19	1.16	130928
(T'Bird)	99317	111885	88.77	1.28	1.31	138602
LINCOLN	123334	116522	105.85	1.59	1.37	169805
MERCURY	356974	372267	95.89	4.61	4.37	477874
(Topaz)	51275	49368	103.86	.66	.58	65498
(Sable)	77431	63952	121.08	1.00	.75	91341
(Grand Marquis)	90140	87112	103.48	1.17	1.02	118364
(Cougar)	85359	97458	87.59	1.10	1.15	112818
LINC/MERC. DIV.	489721	500270	97.89	6.32	5.87	661787
FORD MOTOR CO.	1578237	1536656	102.71	20.39	18.02	2026221
BUICK	421646	593581	71.03	5.44	6.96	757328
(Skyhawk)	29976	59450	50.42	.39	.70	74172
(Somerset/Skylrk)	54955	93147	59.00	.71	1.09	112375
(Century)	117004	187378	62.44	1.50	2.19	236946
(Regal)	38648	62909	61.43	.50	.74	77962
(Riviera)	13788	17118	80.55	.18	.20	22937
(Reatta)	-	-	-	-	-	-
CADILLAC	192343	222489	86.45	2.48	2.61	300090
(Allante)	1323	5	-	.02	-	5
(Cimarron)	10429	18400	56.68	.13	.21	23592
(Eldorado)	14379	17802	80.77	.19	.21	24476
(Seville)	15525	13307	117.42	.20	.16	20641
CHEVROLET	1176698	1350270	87.15	15.20	15.83	1693234
(Celebrity)	248308	311240	79.78	3.19	3.66	397297
(Corsica)	73244	-	-	.95	-	1372
(Beretta)	81000	-	-	1.05	-	1505
(Cavalier)	235278	300472	78.30	3.04	3.52	362780
(Camaro)	95921	136811	70.11	1.24	1.60	164283
(Corvette)	18310	25826	70.90	.24	.30	32581
(Monte Carlo)	48445	88044	55.02	.63	1.03	111245
OLDSMOBILE	566800	831207	68.19	7.32	9.75	1044444
(Firenza)	12874	28522	45.14	.17	.33	34470
(Calais)	80363	92812	86.59	1.04	1.09	114295
(Cutlass Ciera)	195075	255753	76.27	2.52	3.00	323607
(Cutlass)	78480	159346	49.25	1.01	1.87	191138
(Toronado)	12335	11625	106.11	.16	.14	16239
PONTIAC	544497	654480	83.20	7.03	7.67	829650
(1000)	5360	14896	35.98	.07	.17	18142
(Sunbird)	65500	85672	76.28	.85	1.01	103925
(Grand AM)	167159	149104	112.11	2.15	1.75	198509
(6000)	94813	152484	62.18	1.22	1.79	197601
(Bonneville)	73328	32412	226.24	.95	.38	49174
(Firebird)	60943	75685	80.52	.79	.89	93521
(Fiero)	36231	54833	66.08	.47	.64	67748
(Grand Prix)	11970	30993	38.62	.15	.36	37728
GEN. MTRS CORP.	2901984	3652027	79.46	37.47	42.82	4624746
Misc. Domestic	59	64	92.19	-	-	77
Other Import	2433085	2302738	105.66	31.42	27.00	3136978
U.S TOTAL	7744478	8528522	90.81			1113942

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	51602	11.24	431033	338281	127.42	11.49	9.25
Plymouth	11931	2.60	101844	81775	124.54	2.71	2.24
Ford	122086	26.60	1078145	1033250	104.35	28.73	28.25
Chevrolet	110096	23.99	882473	974997	90.51	23.52	26.66
G.M.C.	32660	7.12	255422	263879	96.80	6.81	7.22
Hino	143	.03	1195	539	221.71	.03	.01
International	7914	1.72	51303	50780	101.03	1.37	1.39
Iveco	232	.05	1713	1761	97.27	.05	.05
Jeep	21364	4.66	146898	139616	105.22	3.92	3.82
Mack/Midliner	1889	.41	17381	16482	105.45	.46	.45
Kenworth	2413	.53	10802	7851	137.59	.29	.21
Peterbilt	1921	.42	8938	7379	121.13	.24	.20
Daimler-Benz Corp.	3539	.77	20505	15233	134.61	.55	.42
Scania	14	-	88	40	220.00	-	-
Volvo White	1365	.30	8660	8652	100.09	.23	.24
Western Star	144	.03	1042	713	146.14	.03	.02
Other Imports	88954	19.38	729358	711332	102.53	19.44	19.45
Miscellaneous Domestic	675	.15	4940	4226	116.90	.13	.12
U. S. Total	458942		3751740	3656786	102.60		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	329315	101718	-	-	-	-	-	-
Plymouth	101844	-	-	-	-	-	-	-
Ford	842600	396412	408	-	-	7128	22216	9381
Chevrolet	545337	303674	21096	725	219	5175	5923	324
G.M.C.	123363	98906	2297	352	4059	5217	15553	5675
Hino	-	-	-	-	308	295	592	-
International	-	-	-	-	274	13746	16464	20819
Iveco	-	-	822	384	428	79	-	-
Jeep	135968	10930	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1538	2050	13793
Kenworth	-	-	-	-	-	-	44	10758
Peterbilt	-	-	-	-	-	-	56	8882
Daimler-Benz Corp.	-	-	-	-	-	1192	1824	17489
Scania	-	-	-	-	-	-	-	88
Volvo White	-	-	-	-	-	-	1205	7455
Western Star	-	-	-	-	-	-	-	1042
Other Imports	720162	3004	4203	-	772	513	704	-
Miscellaneous Domestic	-	1521	-	1812	195	-	16	1398
Total	2598589	916165	28826	3273	6255	34883	66647	97102
1986 Total	2450804	985375	27814	1047	3547	37489	66279	84431
1987 vs '86	106.03	92.98	103.64	312.61	176.35	93.05	100.56	115.01

Manufacturers' Sales Records were used in compiling
Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	41113	.53	50925	.60
Chevrolet Spectrum	61086	.79	71052	.83
Chrysler Conquest	9028	.12	144	-
Dodge Colt/SW	32900	.42	37502	.44
Dodge Colt Vista SW	12854	.17	12764	.15
Dodge Conquest	249	-	2090	.02
Eagle Medallion	8511	.11	-	-
Ford Festiva	12391	.16	-	-
Plymouth Colt/SW	29778	.38	35033	.41
Plymouth Colt Vista SW	11795	.15	12143	.14
Plymouth Conquest	166	-	1983	.02
Pontiac LeMans	21232	.27	-	-
Merkur XR4	6094	.08	11481	.13
Scorpio	3319	.04	-	-
Tracer	19416	.25	-	-
Others	309	-	1737	.02
Total Domestic Sponsored Imports	270241	3.49	236854	2.78
OTHER IMPORTS				
Acura	76797	.99	23221	.27
BMW	64096	.83	68787	.81
Honda	460865	5.95	439240	5.15
Hyundai	201612	2.60	90780	1.06
Mazda	154830	2.00	162768	1.91
Mercedes Benz	69729	.90	65601	.77
Mitsubishi	44186	.57	35069	.41
Nissan	387885	5.01	416786	4.89
Saab	34507	.45	37810	.44
Subaru	124122	1.60	132937	1.56
Toyota	440906	5.69	432527	5.07
Volkswagen	135631	1.75	158836	1.86
Volvo	78068	1.01	89903	1.05
Yugo	37824	.49	20818	.24
Others	122027	1.58	127655	1.50
Total Other Imports	2433085	31.42	2302738	27.00
GRAND TOTAL ALL IMPORT CARS	2703326	34.91	2539592	29.78

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	53446	1.42	54457	1.49
Dodge RAIDER	14657	.39	497	.01
OTHER IMPORTS				
Isuzu	70216	1.87	64434	1.76
Mazda	104184	2.78	111010	3.04
Mitsubishi	41869	1.12	22225	.61
Nissan	165600	4.41	169287	4.63
Subaru	1453	.04	2688	.07
Suzuki	61764	1.65	29141	.80
Toyota	269502	7.18	293572	8.19
Volkswagen	7358	.20	9262	.25
Others	1220	.03	1	-
Total Other Import Trucks	723166	19.28	707620	19.35
GRAND TOTAL ALL IMPORT TRUCKS	791269	21.09	762574	20.85

UNITED STATES SUMMARY

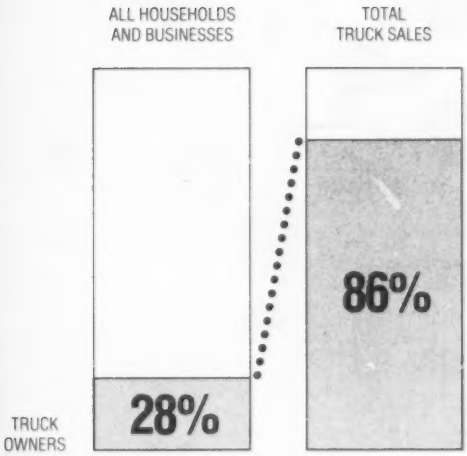
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976656
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET..



...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

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1/11/88 C7715-3A

OCTOBER
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '87 VS '86	% IND	
	1987	1986		1987	1986
CHRYSLER	28025	35591	78.74	3.42	3.66
(Laser)	121	2693	4.49	.01	.28
(Le Baron/GTS)	15791	15206	103.85	1.93	1.56
(NY/5 AV/Newport)	11287	17297	65.25	1.38	1.78
DODGE	30505	43454	61.68	3.73	5.09
(Daytona)	3709	2792	132.84	.45	.29
(Omni/Shadow)	6250	11038	56.62	.76	1.14
(Aries)	9455	9351	101.11	1.16	.96
(Lancer)	1394	5656	24.65	.17	.58
(600)	2684	5315	50.50	.33	.55
(Diplomat/Dynsty)	1456	4030	36.13	.18	.41
PLYMOUTH	25267	38563	65.52	3.08	3.97
(Horizn/Sundance)	6287	12161	51.70	.77	1.26
(Reliant)	10315	10758	95.88	1.26	1.11
(Caravelle)	2824	3699	76.34	.34	.38
(Gran Fury)	643	1407	45.70	.08	.14
EAGLE	3617	8422	42.95	.44	.87
(Allnc/Eagl/Prem)	2137	6647	32.15	.26	.69
CHRYSLER CORP.	87414	132030	66.21	10.67	13.59
FORD	110179	114137	96.53	13.44	11.75
(Escort)	34248	32057	106.83	4.19	3.31
(Probe)	-	-	-	-	-
(Mustang)	13142	13139	100.02	1.60	1.35
(Tempo)	9934	20860	47.61	1.22	2.15
(Taurus)	26816	25868	103.66	3.27	2.66
(Crown Victoria)	9135	9861	92.64	1.11	1.01
(T'Bird)	12142	11824	102.69	1.48	1.22
LINCOLN	14615	16801	86.99	1.78	1.73
MERCURY	37779	37645	100.36	4.62	3.87
(Topaz)	3371	4944	68.18	.41	.51
(Sable)	9323	8304	112.27	1.14	.85
(Grand Marquis)	9476	9252	102.42	1.17	.95
(Cougar)	9268	8367	110.77	1.13	.86
LINC/MERC. DIV.	54200	55565	97.54	6.62	5.72
FORD MOTOR CO.	164379	169702	96.86	20.06	17.47
BUICK	46054	68734	67.00	5.62	7.07
(Skyhawk)	3264	7152	45.64	.40	.74
(Somerset/Skylrk)	4816	8253	58.35	.59	.85
(Century)	13347	21569	61.89	1.63	2.23
(Regal)	5036	7408	67.98	.61	.76
(Riviera)	764	2731	27.98	.09	.28
(Reatta)	-	-	-	-	-
CADILLAC	23880	32054	74.50	2.91	3.30
(Allante)	170	-	-	.02	-
(Cimarron)	934	2553	36.58	.11	.26
(Eldorado)	1618	3398	47.62	.20	.35
(Seville)	1128	3166	35.63	.14	.33
CHEVROLET	112105	132777	84.43	13.69	13.67
(Celebrity)	21768	26831	81.13	2.66	2.76
(Corsica)	10578	3	-	1.29	-
(Beretta)	11228	3	-	1.37	-
(Cavalier)	20381	23792	85.66	2.49	2.45
(Camaro)	7619	11810	64.51	.93	1.22
(Corvette)	2016	2610	77.24	.25	.27
(Monte Carlo)	5565	10796	51.55	.68	1.11
OLDSMOBILE	53061	88524	59.87	6.48	9.12
(Firenza)	1626	2916	55.76	.20	.30
(Calais)	7246	7660	94.60	.88	.79
(Cutlass Ciera)	19167	25943	71.14	2.35	2.76
(Cutlass)	5749	12879	44.64	.70	1.33
(Toronado)	1097	2002	54.80	.13	.21
PONTIAC	54013	67187	80.39	6.59	6.91
(1000)	168	1577	10.65	.02	.16
(Sunbird)	4666	7582	61.54	.57	.78
(Grand AM)	16893	16153	104.62	2.06	1.66
(6000)	9785	18301	53.47	1.19	1.88
(Bonneville)	8829	4465	197.74	1.08	.46
(Firebird)	4508	7311	61.66	.55	.75
(Fiero)	2205	5999	36.76	.27	.62
(Grand Prix)	738	3080	23.96	.09	.32
GEN. MTRS CORP.	289113	389376	74.25	35.29	40.07
Misc. Domestic	6	2	300.00	-	-
Other Import	278418	280540	99.24	33.98	28.87
U.S. TOTAL	819330	971650	84.32		

UNITED STATES SUMMARY
OCTOBER 1987 ISSUED 12/87

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R. 9-87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
CHRYSLER	245426	314310	78.08	2.87	3.31	351741
(Laser)	4635	26355	17.59	.05	.28	28321
(Le Baron/GTS)	137072	145113	94.46	1.60	1.52	160600
(NY/S AY/Newport)	93865	142303	65.96	1.10	1.50	160945
DODGE	341368	437056	78.11	3.99	4.61	510136
(Daytona)	29418	34711	84.75	.34	.37	36547
(Omni/Shadow)	100088	86718	115.42	1.17	.91	110505
(Aries)	80198	86575	92.63	.94	.91	104734
(Lancer)	20182	43502	46.39	.24	.46	47900
(600)	30760	54728	56.24	.36	.58	61305
(Diplomat/Dynsty)	10914	27143	40.21	.13	.29	31810
PLYMOUTH	234111	351752	83.61	3.43	3.70	415701
(Horizn/Sundance)	108294	99316	109.04	1.26	1.05	124754
(Reliant)	85176	109592	77.72	.99	1.14	127969
(Caravelle)	31110	33008	94.25	.36	.35	38622
(Gran Fury)	6470	13261	48.79	.08	.14	15509
EAGLE	37622	65949	57.05	.44	.69	74242
(Allnc/Eagl/Prem)	23705	50738	46.72	.28	.53	57287
CHRYSLER CORP	918527	1169067	78.57	10.73	12.31	1351820
FORD	1198635	1150523	104.19	14.00	12.11	1364434
(Escort)	332975	345394	96.40	3.89	3.64	400695
(Probe)	-	-	-	-	-	-
(Mustang)	145876	149663	97.47	1.70	1.58	165854
(Tempo)	188103	219607	85.65	2.20	2.31	259896
(Taurus)	301748	174612	172.81	3.52	1.84	238610
(Crown Victoria)	100949	108575	92.98	1.18	1.14	130928
(T'Bird)	111459	123709	90.10	1.30	1.30	138602
LINCOLN	137949	133323	103.47	1.61	1.40	169805
MERCURY	394753	409912	96.30	4.61	4.32	477874
(Topaz)	54646	54312	100.61	.64	.57	65498
(Sable)	86754	72256	120.06	1.01	.76	91341
(Grand Marquis)	99616	96364	103.37	1.17	1.01	118364
(Cougar)	94627	105825	89.42	1.10	1.13	112818
LINC/MERC DIV	543921	555835	97.86	6.35	5.85	661787
FORD MOTOR CO	1742616	1706358	102.12	20.35	17.96	2026221
BUICK	467700	652315	70.62	5.46	6.97	757328
(Skyhawk)	33240	66602	49.91	.39	.70	74172
(Somerset/Skylrk)	59771	101400	58.95	.70	1.07	112375
(Century)	130351	209047	62.35	1.52	2.20	236946
(Regal)	43684	70317	62.12	.51	.74	77962
(Riviera)	14552	19849	73.31	.17	.21	22937
(Reatta)	-	-	-	-	-	-
CADILLAC	216223	254543	84.95	2.52	2.68	300090
(Allante)	1493	5	-	.02	-	5
(Cimarron)	11363	20953	54.23	.13	.23	23592
(Eldorado)	15997	21200	75.46	.19	.22	24476
(Seville)	16753	16473	101.70	.19	.17	20641
CHEVROLET	1288803	1483047	86.90	15.05	15.61	1693234
(Celebrity)	270076	338071	79.89	3.14	3.57	397297
(Corsica)	83822	3	-	.98	-	1372
(Beretta)	92228	3	-	1.08	-	1505
(Cavalier)	255659	324264	78.84	2.99	3.41	362780
(Camaro)	103540	148621	69.67	1.21	1.56	164283
(Corvette)	20326	28436	71.48	.24	.30	32581
(Monte Carlo)	54010	98840	54.64	.63	1.04	111245
OLDSMOBILE	619861	919831	67.39	7.24	9.68	1044444
(Firenza)	14500	31438	46.12	.17	.33	34470
(Calais)	87609	100472	87.20	1.02	1.06	114295
(Cutlass Ciera)	214242	282696	75.79	2.51	2.98	323607
(Cutlass)	84229	172225	48.91	.98	1.81	191138
(Toronado)	13432	13627	98.57	.16	.14	16239
PONTIAC	598510	721667	82.93	6.99	7.60	829650
(1000)	5528	16473	33.56	.06	.17	18142
(Sunbird)	70166	93454	75.08	.82	.98	103925
(Grand Am)	184058	165257	111.38	2.16	1.74	198509
(6000)	104598	170785	61.25	1.22	1.81	197601
(Bonneville)	82157	36877	222.79	.96	.39	49174
(Firebird)	65451	82996	78.86	.76	.87	93521
(Fiero)	38436	60832	63.18	.45	.64	67748
(Grand Prix)	12708	34073	37.30	.15	.36	37728
GEN MTRS CORP	3191097	4041403	78.96	37.26	42.54	4624746
Misc. Domestic	65	66	98.48	-	-	77
Other Import	2711370	2583278	104.96	31.66	27.19	3136978
U.S TOTAL	8563675	9500172	90.14			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	43633	10.82	474666	379832	124.97	11.42	9.31
Plymouth	11307	2.80	113151	88961	127.19	2.72	2.18
Ford	114148	28.34	1192293	1153082	103.40	28.70	28.29
Chevrolet	94298	23.39	976771	1082968	90.19	23.51	26.54
G.M.C.	27613	6.85	283035	293537	96.42	6.81	7.19
Hino	148	.04	1343	592	226.86	.03	.01
International	7004	1.74	58307	56764	102.72	1.40	1.39
Iveco	176	.04	1889	1955	96.62	.05	.05
Jeep	18375	4.56	165273	160015	103.29	3.98	3.92
Mack/Midliner	1753	.43	19134	18140	105.48	.46	.44
Kenworth	1452	.36	12254	8929	137.24	.29	.22
Peterbilt	1254	.31	10192	8215	124.07	.25	.20
Daimler-Benz Corp.	2663	.66	23168	16873	137.31	.56	.41
Scania	15	-	103	60	171.67	-	-
Volvo White	1297	.32	9957	9523	104.56	.24	.23
Western Star	135	.03	1177	739	159.27	.03	.02
Other Imports	77107	19.13	806465	795296	101.40	19.41	19.49
Miscellaneous Domestic	725	.18	5665	4567	124.04	.14	.11
U. S. Total	403107		4154843	4080049	101.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	363300	111366	-	-	-	-	-	-
Plymouth	113151	-	-	-	-	-	-	-
Ford	702350	446221	442	-	-	7805	24995	10480
Chevrolet	601061	338289	23440	862	264	5807	6678	370
G.M.C.	136496	110355	2594	407	4348	5876	16721	6238
Hino	-	-	-	-	356	330	657	-
International	-	-	-	-	310	16003	18433	23561
Iveco	-	-	906	433	454	96	-	-
Jeep	152944	12329	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1659	2227	15248
Kenworth	-	-	-	-	-	-	88	12166
Peterbilt	-	-	-	-	-	-	70	10122
Daimler-Benz Corp.	-	-	-	-	-	1361	2017	19798
Scania	-	-	-	-	-	-	-	103
Volvo White	-	-	-	-	-	-	1359	8598
Western Star	-	-	-	-	-	-	-	1177
Other Imports	796089	3310	4753	-	880	597	836	-
Miscellaneous Domestic	-	1672	-	2144	231	-	19	1599
Total	2865391	1023542	32135	3846	6843	39534	74100	109452
1986 Total	2730086	1105531	30928	1190	4211	41934	72875	93294
1987 vs '86	104.96	92.58	103.90	323.19	162.50	94.28	101.68	117.32

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	47267	.55	54983	.58
Chevrolet Spectrum	66733	.78	83150	.88
Chrysler Conquest	9854	.12	539	.01
Dodge Colt/SW	36318	.42	41897	.44
Dodge Colt Vista SW	14081	.16	14432	.15
Dodge Conquest	256	-	2231	.02
Eagle Medallion	9881	.12	-	-
Ford Festiva	17076	.20	-	-
Plymouth Colt/SW	32991	.39	39329	.41
Plymouth Colt Vista SW	12312	.15	13564	.14
Plymouth Conquest	169	-	2134	.02
Pontiac LeMans	26560	.31	-	-
Merkur XR4	7362	.09	12600	.13
Scorpio	3957	.05	-	-
Tracer	23986	.28	-	-
Others	324	-	2000	.02
Total Domestic Sponsored Imports	309627	3.62	266855	2.81
OTHER IMPORTS				
Acura	86125	1.01	29670	.31
BMW	72269	.84	77223	.81
Honda	509638	5.95	491924	5.18
Hyundai	220379	2.57	109859	1.16
Mazda	174744	2.04	181045	1.91
Mercedes Benz	77838	.91	74582	.79
Mitsubishi	51274	.60	39552	.42
Nissan	431651	5.04	467154	4.92
Saab	38347	.45	41424	.44
Subaru	141438	1.65	148855	1.57
Toyota	496129	5.79	479433	5.05
Volkswagen	149836	1.75	174532	1.84
Volvo	85956	1.00	99473	1.05
Yugo	41456	.48	24733	.26
Others	134290	1.57	143778	1.51
Total Other Imports	2711370	31.66	2583278	27.19
GRAND TOTAL ALL IMPORT CARS	3020997	35.28	2850133	30.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	58613	1.41	61268	1.50
Dodge RAIDER	16509	.40	1504	.04
OTHER IMPORTS				
Isuzu	77632	1.87	71479	1.75
Mazda	113141	2.72	125413	3.07
Mitsubishi	47032	1.13	25104	.62
Nissan	184125	4.43	186684	4.58
Subaru	1525	.04	3207	.08
Suzuki	69255	1.64	32804	.80
Toyota	297692	7.16	336119	8.24
Volkswagen	8532	.21	10319	.25
Others	1465	.04	1	-
Total Other Import Trucks	799399	19.24	791130	19.39
GRAND TOTAL ALL IMPORT TRUCKS	874521	21.05	853902	20.93

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

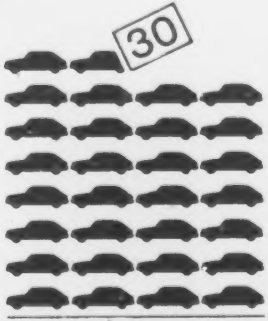
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

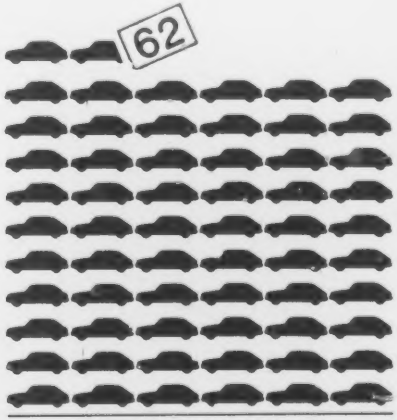
TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

6

1/88 — C7715-3A

NOVEMBER
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '87 VS '86	% IND	
	1987	1986		1987	1986
CHRYSLER	24088	17710	136.01	3.35	2.40
(Laser)	80	1067	7.50	.01	.14
(Le Baron/GTS)	13152	7170	183.43	1.82	.97
(NY/5 Av/Newport)	10169	8337	113.79	1.42	1.22
DODGE	29112	34300	84.87	4.05	4.65
(Daytona)	3250	1054	308.35	.45	.14
(Omni/Shadow)	7258	11538	62.91	1.01	1.58
(Aries)	9371	7109	131.82	1.30	.96
(Lancer)	1082	2247	48.15	.15	.30
(600)	2580	3262	79.09	.36	.44
(Diplomat/Dynsty)	1707	2452	69.62	.24	.33
PLYMOUTH	22680	23011	78.18	3.16	3.93
(Horizn/Sundance)	7089	12099	58.59	.99	1.64
(Reliant)	9385	7138	131.48	1.31	.97
(Caravelle)	2004	2651	75.59	.28	.36
(Gran Fury)	660	1117	59.09	.09	.15
EAGLE	3067	4385	69.94	.43	.59
(Alnc/Eagl/Prem)	1620	3500	46.29	.23	.47
CHRYSLER CORP	78947	85406	92.44	10.99	11.57
FORD	95700	90208	106.09	13.32	12.22
(Escort)	28082	22688	123.77	3.91	3.07
(Probe)	-	-	-	-	-
(Mustang)	12050	6575	183.27	1.68	.89
(Tempo)	12377	17424	71.03	1.72	2.36
(Taurus)	22579	27384	82.45	3.14	3.72
(Crown Victoria)	8048	9772	82.36	1.12	1.32
(T'Bird)	9364	5821	160.87	1.30	.79
LINCOLN	13253	16784	78.84	1.84	2.27
MERCURY	31528	30473	103.46	4.39	4.13
(Topaz)	3565	5278	67.54	.50	.72
(Sable)	7180	9101	78.89	1.00	1.23
(Grand Marquis)	8718	9490	91.87	1.21	1.29
(Cougar)	7116	2761	257.73	.99	.37
LINC/MERC DIV	45854	49107	95.28	6.38	6.52
FORD MOTOR CO	141534	138315	102.33	19.70	18.74
BUICK	39716	43059	92.24	5.53	5.83
(Skyhawk)	3074	3699	83.10	.43	.50
(Somerset/Skylrk)	3763	4908	76.67	.52	.67
(Century)	10762	12855	83.72	1.50	1.73
(Regal)	6299	3675	171.40	.88	.50
(Riviera)	824	1255	65.66	.11	.17
(Reatta)	-	-	-	-	-
CADILLAC	19791	20239	97.79	2.75	2.74
(Allante)	244	-	-	.03	-
(Cimarron)	617	1277	48.32	.09	.17
(Eldorado)	1775	1544	114.96	.24	.21
(Seville)	1814	1870	97.01	.25	.25
CHEVROLET	92835	93160	99.65	12.92	12.63
(Celebrity)	19329	26069	74.15	2.67	3.55
(Corsica)	7082	98	-	.99	.01
(Beretta)	7241	105	-	1.01	.01
(Cavalier)	18657	16429	113.56	2.60	2.23
(Camaro)	6083	7445	81.71	.85	1.01
(Corvette)	1993	1859	107.21	.28	.25
(Monte Carlo)	4366	5946	84.35	.59	.79
OLDSMOBILE	44763	57029	78.49	6.23	7.73
(Firenza)	1321	1501	88.01	.18	.20
(Calais)	6113	6033	101.33	.85	.82
(Cutlass Ciera)	14830	18630	79.60	2.06	2.53
(Cutlass)	5659	8952	63.21	.79	1.21
(Toronado)	1203	1245	96.63	.17	.17
PONTIAC	45806	49071	93.35	6.38	6.65
(1000)	96	782	12.28	.01	.11
(Sunbird)	4616	4853	95.12	.64	.66
(Grand AM)	14873	15214	97.76	2.07	2.06
(6000)	8951	12334	72.57	1.25	1.67
(Bonneville)	7763	5108	151.98	1.08	.69
(Firebird)	3588	4555	78.77	.50	.62
(Fiero)	1738	3387	54.70	.25	.45
(Grand Prix)	552	1734	31.83	.08	.23
GEN MTRS CORP	242911	262558	92.52	33.81	35.58
Misc. Domestic	5	2	250.00	-	-
Other Import	255008	251734	101.30	35.50	34.11
U.S TOTAL	718405	738015	97.34		

UNITED STATES SUMMARY
NOVEMBER 1987 ISSUED 01/88

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R. 9-87

2

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END
	1987	1986		1987	1986	1986
CHRYSLER	269514	332020	81.17	2.90	3.24	351741
(Laser)	4715	27422	17.19	.05	.27	28321
(Le Baron/GTS)	150224	152283	98.65	1.62	1.48	160600
(NY/5 AV/Newport)	104034	151240	68.79	1.12	1.48	160945
DODGE	370480	471356	78.60	4.00	4.60	510136
(Daytona)	32668	35765	91.34	.35	.35	36547
(Omni/Shadow)	107346	98256	109.25	1.17	.94	110505
(Aries)	89569	93684	95.61	.96	.92	104734
(Lancer)	21264	45749	46.48	.23	.45	47908
(600)	33360	57990	57.53	.36	.57	61305
(Diplomat/Dynsty)	12621	29595	42.65	.14	.29	31810
PLYMOUTH	316791	380763	83.20	3.41	3.72	415701
(Horizn/Sundance)	115383	111415	103.56	1.23	1.09	124754
(Reliant)	94561	116730	81.01	1.02	1.14	127969
(Caravelle)	33114	35659	92.86	.36	.35	38622
(Gran Fury)	7130	14378	49.59	.08	.14	15509
EAGLE	40689	70334	57.85	.44	.69	74242
(Allnc/Eagl/Prem)	25325	54238	46.69	.27	.53	57287
CHRYSLER CORP.	997474	1254473	79.51	10.75	12.25	1351820
FORD	1294395	1240731	104.33	13.95	12.12	1364434
(Escort)	361057	368082	98.09	3.91	3.58	400695
(Probe)	-	-	-	-	-	-
(Mustang)	157926	156238	101.08	1.70	1.53	165854
(Tempo)	200480	237031	84.58	2.16	2.32	259896
(Taurus)	324327	201996	160.56	3.49	1.97	238610
(Crown Victoria)	108997	118347	92.10	1.17	1.16	130928
(T'Bird)	120823	129530	93.28	1.30	1.27	138602
LINCOLN	151182	150107	100.72	1.63	1.47	169805
MERCURY	426281	440385	96.80	4.59	4.30	477874
(Topaz)	58211	59590	97.69	.63	.58	65498
(Sable)	93934	81357	115.46	1.01	.79	91341
(Grand Marquis)	108334	105854	102.34	1.16	1.03	118364
(Cougar)	101743	108586	93.70	1.10	1.07	112818
LINC/MERC. DIV.	589755	603942	97.65	6.35	5.90	661787
FORD MOTOR CO.	1884150	1844673	102.14	20.30	18.02	2026221
BUICK	507416	705374	71.94	5.47	6.89	757328
(Skyhawk)	36314	70301	51.66	.39	.69	74172
(Somerset/Skylrk)	63534	106308	59.76	.68	1.04	112375
(Century)	141113	221902	63.59	1.52	2.16	236946
(Regal)	49383	73992	67.55	.54	.72	77962
(Riviera)	15376	21104	72.86	.17	.21	22937
(Reatta)	-	-	-	-	-	-
CADILLAC	236014	274782	85.89	2.54	2.68	300090
(Allante)	1737	5	-	.02	-	5
(Cimarron)	11980	22230	53.89	.13	.21	23592
(Eldorado)	17772	22744	78.14	.19	.22	24476
(Seville)	18567	18343	101.22	.20	.18	20641
CHEVROLET	1381638	1576207	87.66	14.88	15.40	1693234
(Celebrity)	289405	364140	79.48	3.11	3.56	397297
(Corsica)	90904	101	-	.98	-	1372
(Beretta)	99469	108	-	1.07	-	1505
(Cavalier)	274316	340693	80.52	2.96	3.33	362780
(Camaro)	109623	156066	70.24	1.18	1.52	164283
(Corvette)	22319	30295	73.67	.24	.30	32581
(Monte Carlo)	58976	104586	56.34	.64	1.02	111245
OLDSMOBILE	664624	976860	68.04	7.16	9.54	1044444
(Firenza)	15821	32939	48.03	.17	.32	34470
(Calais)	93722	106505	88.00	1.01	1.04	114295
(Cutlass Ciera)	229072	301326	76.02	2.46	2.94	323607
(Cutlass)	89888	181177	49.61	.97	1.77	191138
(Toronado)	14635	14872	98.41	.16	.15	16239
PONTIAC	644316	770738	83.60	6.94	7.53	829650
(1000)	5624	17255	32.59	.06	.17	18142
(Sunbird)	74782	98307	76.07	.81	.96	103925
(Grand AM)	198931	180471	110.23	2.15	1.76	198509
(6000)	113549	183119	62.01	1.22	1.78	191601
(Bonneville)	89920	41985	214.17	.97	.41	49174
(Firebird)	69039	87551	78.86	.74	.86	93521
(Fiero)	40234	64119	62.75	.43	.63	67748
(Grand Prix)	13260	35807	37.03	.14	.35	37728
GEN MTRS CORP.	3434008	4303961	79.79	36.99	42.04	4624746
Misc. Domestic	70	68	102.94	-	-	77
Other Import	2966378	2835012	104.63	31.96	27.69	3136978
U.S TOTAL	9282080	10236187	90.66			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	40202	10.97	514868	419699	122.68	11.39	9.53
Plymouth	11019	3.01	124170	96704	128.40	2.75	2.20
Ford	110790	30.21	1303083	1241815	104.93	28.82	28.17
Chevrolet	85442	23.31	1062213	1157710	91.75	23.49	26.28
G.M.C.	24182	6.60	307217	314699	97.62	6.79	7.14
Hino	135	.04	1478	667	221.59	.03	.02
International	5400	1.47	63707	61898	102.92	1.41	1.41
Iveco	200	.05	2089	2145	97.39	.05	.05
Jeep	17114	4.67	182387	176159	103.54	4.03	4.00
Mack/Midliner	1535	.42	20669	19638	105.25	.46	.45
Kenworth	1069	.29	13323	9853	135.22	.29	.22
Peterbilt	1139	.31	11331	9060	125.07	.25	.21
Daimler-Benz Corp.	2066	.56	25234	18463	136.67	.56	.42
Scania	5	-	108	72	150.00	-	-
Volvo White	1057	.29	11014	10514	104.76	.24	.24
Western Star	115	.03	1292	1008	128.17	.03	.02
Other Imports	64599	17.62	871064	860494	101.23	19.27	19.53
Miscellaneous Domestic	544	.15	6209	4874	127.39	.14	.11
U. S. Total	366513		4521456	4405472	102.63		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	394600	120268	-	-	-	-	-	-
Plymouth	124170	-	-	-	-	-	-	-
Ford	759778	495614	458	-	-	8436	27208	11589
Chevrolet	649948	371458	25365	950	290	6419	7390	393
G.M.C.	147969	120363	2808	447	4681	6638	17727	6584
Hino	-	-	-	-	396	365	717	-
International	-	-	-	-	343	17534	20214	25516
Iveco	-	-	1004	486	490	109	-	-
Jeep	168649	13738	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1753	2413	16503
Kenworth	-	-	-	-	-	-	104	13219
Peterbilt	-	-	-	-	-	-	86	11245
Daimler-Benz Corp.	-	-	-	-	-	1470	2216	21548
Scania	-	-	-	-	-	-	-	108
Volvo White	-	-	-	-	-	-	1489	9525
Western Star	-	-	-	-	-	-	-	1292
Other Imports	859712	3531	5220	-	969	691	941	-
Miscellaneous Domestic	-	1795	-	2396	271	-	20	1721
Total	3104826	126767	34855	4279	7440	43415	80525	119349
1986 Total	2948032	119207	33794	1296	4911	45589	79293	102350
1987 vs '86	105.32	94.67	103.14	330.17	151.50	95.23	101.55	116.61

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	52778	.57	57830	.56
Chevrolet Spectrum	72658	.78	88597	.87
Chrysler Conquest	10541	.11	1075	.01
Dodge Colt/SW	38938	.42	44914	.44
Dodge Colt Vista SW	14873	.16	15966	.16
Dodge Conquest	260	-	2350	.02
Eagle Medallion	11261	.12	-	-
Ford Festiva	20257	.22	-	-
Plymouth Colt/SW	35307	.38	42129	.41
Plymouth Colt Vista SW	13669	.15	14947	.15
Plymouth Conquest	172	-	2227	.02
Pontiac LeMans	29470	.32	-	-
Merkur XR4	8091	.09	13450	.13
Scorpio	4201	.05	-	-
Tracer	27696	.30	-	-
Others	327	-	2126	.02
Total Domestic Sponsored Imports	340499	3.67	285611	2.79
OTHER IMPORTS				
Acura	94117	1.01	35803	.35
BMW	78665	.85	84268	.82
Honda	554466	5.98	541075	5.28
Hyundai	239032	2.58	124878	1.22
Mazda	193124	2.08	196488	1.92
Mercedes Benz	84576	.91	83151	.81
Mitsubishi	55327	.60	43231	.42
Nissan	470575	5.07	508719	4.97
Saab	41754	.45	45336	.44
Subaru	155826	1.68	161473	1.58
Toyota	543999	5.93	527349	5.16
Volkswagen	162808	1.75	187092	1.83
Volvo	92736	1.00	108361	1.06
Yugo	44836	.48	28426	.28
Others	147517	1.59	158762	1.55
Total Other Imports	2966378	31.96	2835012	27.69
GRAND TOTAL ALL IMPORT CARS	3306877	35.63	3120623	30.48

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	62529	1.38	69384	1.57
Dodge RAIDER	17985	.40	2698	.06
OTHER IMPORTS				
Isuzu	83691	1.85	77405	1.76
Mazda	120341	2.66	137378	3.12
Mitsubishi	51918	1.15	28043	.64
Nissan	200698	4.44	199095	4.52
Subaru	1562	.03	3588	.08
Suzuki	73951	1.64	36500	.83
Toyota	319904	7.08	362537	8.23
Volkswagen	9386	.21	11324	.26
Others	1792	.04	2	-
Total Other Import Trucks	863243	19.09	855872	19.43
GRAND TOTAL ALL IMPORT TRUCKS	943757	20.87	927954	21.06

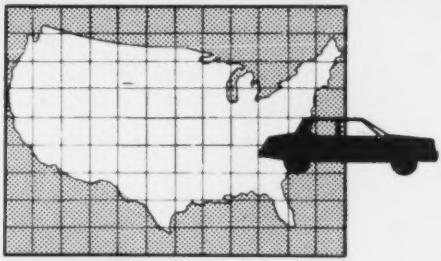
UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2975556
(1)1984	10128729	4048998
1985	10888606	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87



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DECEMBER
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '87 VS '86	% IND	
	1987	1986		1987	1986
CHRYSLER	26848	19721	136.14	3.20	2.19
(Laser)	77	899	8.57	.01	.10
(Le Baron/GTS)	14416	8317	173.33	1.72	.92
(NY/5 Av/Newport)	11701	9705	120.57	1.39	1.08
DODGE	36694	38780	94.62	4.36	4.31
(Daytona)	4403	782	563.04	.52	.09
(Omni/Shadow)	9306	12249	75.99	1.11	1.35
(Arosa)	11493	11050	104.01	1.36	1.23
(Lancer)	1529	2151	71.08	.18	.24
(600)	3300	3315	99.55	.39	.37
(Diplomat/Dynsty)	2565	2215	115.70	.31	.25
PLYMOUTH	27190	34938	77.82	3.24	3.87
(Horizn/Sundance)	8573	13339	64.27	1.02	1.47
(Reliant)	11508	11239	102.39	1.37	1.25
(Caravelle)	2755	2963	92.98	.33	.33
(Gran Fury)	673	1331	50.66	.07	.13
EAGLE	7977	3908	100.74	.47	.43
(Mtrc/Eagl/Prem)	1750	3949	97.40	.21	.33
CHRYSLER CORP	94659	97347	97.24	11.27	10.80
FORD	122875	123702	99.33	14.63	13.71
(Escort)	31701	32613	97.20	3.77	3.62
(Probe)	-	-	-	-	-
(Mustang)	12540	9616	131.45	1.50	1.07
(Tempo)	22481	22865	98.33	2.68	2.54
(Taurus)	32130	36614	87.75	3.83	4.03
(Crown Victoria)	9316	12581	74.04	1.11	1.40
(T'Bird)	10721	9372	114.38	1.28	1.01
LINCOLN	15411	19598	78.27	1.84	2.18
MERCURY	37151	37483	99.10	4.41	4.17
(Topaz)	4916	5908	83.19	.59	.66
(Sable)	8873	9984	88.87	1.05	1.11
(Grand Marquis)	9561	12510	76.39	1.12	1.39
(Cougar)	8179	4232	193.27	.97	.47
LINC/MERC DIV	53116	57845	92.87	6.33	6.42
FORD MOTOR CO	176937	181548	97.47	21.02	20.13
BUICK	48706	51454	93.75	5.80	5.70
(Skyhawk)	3140	3671	81.12	.37	.43
(Somerset/Skylrk)	4346	6061	71.68	.52	.67
(Century)	10771	15044	71.60	1.29	1.67
(Regal)	8589	3970	216.87	1.03	.44
(Riviera)	1696	1833	59.79	.13	.20
(Reatta)	10	-	-	-	-
CADILLAC	22132	25308	87.45	2.63	2.81
(Allante)	327	-	-	.04	-
(Cimarron)	629	1362	46.18	.07	.15
(Eldorado)	2510	1732	144.92	.30	.19
(Seville)	2089	2238	90.91	.25	.25
CHEVROLET	111775	117027	95.51	13.31	12.98
(Celebrity)	24086	33157	72.64	2.87	3.69
(Corsica)	1180	1271	722.27	1.09	.14
(Beretta)	8918	1397	638.37	1.06	.15
(Cavalier)	24462	22087	110.75	2.92	2.45
(Camaro)	7033	8217	85.59	.84	.91
(Corvette)	2335	2286	102.14	.28	.25
(Monte Carlo)	4808	5559	86.49	.57	.73
OLDSMOBILE	51337	67584	75.96	6.11	7.50
(Firenza)	1431	1531	93.47	.17	.17
(Calais)	5364	7790	89.65	.83	.86
(Cutlass Ciera)	17203	22281	77.21	2.05	2.49
(Cutlass)	5302	9351	53.23	.63	1.10
(Toronado)	1476	1367	107.97	.18	.15
PONTIAC	52526	58912	89.16	6.25	6.53
(1000)	73	887	8.23	.01	.10
(Sunbird)	5338	5618	95.02	.64	.62
(Grand Am)	14847	18038	82.31	1.75	2.00
(6000)	10562	14482	72.93	1.26	1.61
(Bonneville)	9802	7189	136.35	1.17	.80
(Firebird)	4602	5970	77.09	.55	.66
(Fiero)	2232	3629	61.50	.27	.40
(Grand Prix)	1045	1921	54.40	.12	.21
GEN MTRS CORP	285476	320785	89.30	34.10	35.58
Misc. Domestic	10	-	-	-	-
Other Import	2	9	111.11	-	-
U S TOTAL	282326	301966	93.50	33.61	33.49
	840014	901665	93.17		

UNITED STATES SUMMARY
DECEMBER 1987 ISSUED 02/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
CHRYSLER	296352	351741	84.26	2.93	3.16	351741
(Laser)	4792	28321	16.92	.05	.25	28321
(Le Baron/GTS)	164640	160600	102.52	1.63	1.45	160600
(NY/5 AV/Newport)	115735	160945	71.91	1.14	1.44	160945
DODGE	407174	510136	79.82	4.02	4.58	510136
(Daytona)	37071	36547	101.43	.37	.33	36547
(Omni/Shadow)	116654	110505	105.56	1.14	.99	110505
(Aries)	101062	104734	96.49	1.00	.94	104734
(Lancer)	22737	47900	47.58	.23	.43	47900
(600)	36560	61305	59.80	.36	.55	61305
(Diplomat/Dynsty)	15206	31810	47.80	.15	.29	31810
PLYMOUTH	347981	415701	82.75	3.40	3.73	415701
(Horizn/Sundance)	123956	124754	99.36	1.22	1.12	124754
(Reliant)	106069	127969	82.89	1.05	1.14	127969
(Caravelle)	35869	38622	92.87	.35	.35	38822
(Gran Fury)	7703	15509	49.67	.08	.14	15509
EAGLE	44526	74242	60.11	.44	.67	74242
(Allnc/Eagl/Prem)	27075	57287	47.26	.27	.52	57287
CHRYSLER CORP	1052143	1351820	80.79	10.79	12.14	1351820
FORD	1417270	1564454	103.87	14.00	12.25	1564454
(Escort)	392758	400695	98.02	3.88	3.60	400695
(Probe)	-	-	-	-	-	-
(Mustang)	170566	165854	102.84	1.69	1.49	165854
(Tempo)	222961	259896	85.79	2.20	2.33	259896
(Taurus)	356457	238610	149.39	3.52	2.14	238610
(Crown Victoria)	118312	130928	90.36	1.17	1.18	130928
(T'Bird)	131544	138602	94.91	1.30	1.24	138602
LINCOLN	165599	169805	98.11	1.65	1.52	169805
MERCURY	463432	477874	96.98	4.58	4.29	477874
(Topaz)	63126	65498	96.38	.62	.59	65498
(Sable)	102767	91341	112.51	1.02	.82	91541
(Grand Marquis)	117885	118364	99.60	1.16	1.06	118364
(Cougar)	109922	112818	97.43	1.09	1.01	112818
LINC/MERC DIV	643473	661787	97.23	6.36	5.94	661787
FORD MOTOR CO	2060743	2026221	101.70	20.36	18.19	2026221
BUICK	556122	757328	73.43	5.49	6.80	757328
(Skyhawk)	39454	74172	53.19	.39	.67	74172
(Somerset/Skylrk)	67880	112375	60.40	.67	1.01	112375
(Century)	151884	236946	64.10	1.50	2.12	236946
(Regal)	58672	77962	75.26	.58	.70	77962
(Riviera)	16472	22937	71.81	.16	.21	22937
(Reatta)	1	-	-	-	-	-
CADILLAC	258146	300090	86.02	2.55	2.69	300090
(Allante)	2064	5	-	.02	-	5
(Cimarron)	12603	23592	53.45	.12	.21	23592
(Eldorado)	20282	24476	82.86	.21	.21	24476
(Seville)	20556	20641	104.07	.20	.19	20641
CHEVROLET	1493411	1693234	88.20	14.77	15.19	1693234
(Celebrity)	313491	397297	78.91	3.12	3.56	397297
(Corsica)	10084	1372	-	.99	.01	1372
(Beretta)	10837	1505	-	1.07	.01	1505
(Cavalier)	298778	362780	82.36	2.95	3.26	362780
(Camaro)	116656	164283	71.01	1.15	1.47	164283
(Corvette)	24654	32581	75.67	.24	.29	32581
(Monte Carlo)	63784	111245	57.34	.63	1.00	111245
OLDSMOBILE	715561	1044444	68.55	7.07	9.38	1044444
(Firenza)	17252	34470	50.05	.17	.3	34470
(Calais)	100706	114295	88.11	.99	1.03	114295
(Cutlass Ciera)	246275	323607	76.10	2.43	2.90	323607
(Cutlass)	95190	191138	49.80	.94	1.72	191138
(Toronado)	16111	16239	99.21	.16	.15	16239
PONTIAC	696842	829650	83.99	6.88	7.45	829650
(1000)	5697	18142	31.40	.06	.16	18142
(Sunbird)	80120	103925	77.09	.79	.93	103925
(Grand AM)	213778	196509	107.69	2.10	1.79	198509
(6000)	124111	197601	62.81	1.23	1.77	197601
(Bonneville)	99722	49174	202.79	.99	.44	49174
(Firebird)	73641	93521	78.74	.73	.84	93521
(Fiero)	42466	67748	62.68	.42	.61	67748
(Grand Prix)	14505	37728	37.92	.14	.34	37728
GEN MTRS CORP	5720484	4524746	80.45	56.76	41.51	4624746
Misc Domestic	80	77	103.90	-	-	77
Other Import	3248704	3136978	103.56	32.09	28.16	3136978
U S TOTAL	10122154	11139842	90.86			11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	45413	10.89	560281	468621	119.56	11.34	9.78
Plymouth	13322	3.19	137492	106950	128.56	2.78	2.23
Ford	124791	29.91	1427874	1348988	105.85	28.92	28.10
Chevrolet	100331	24.05	1162544	1245768	93.32	23.54	25.95
G.M.C.	28159	6.75	335376	340877	98.39	6.79	7.10
Hino	151	.04	1629	756	215.48	.03	.02
International	6250	1.50	69957	68522	102.09	1.42	1.43
Iveco	206	.05	2295	2374	96.67	.05	.05
Jeep	21238	5.09	203625	195973	103.90	4.12	4.08
Mack/Midliner	1995	.48	22665	21829	103.83	.46	.46
Kenworth	1247	.30	14570	10934	133.25	.30	.23
Peterbilt	1220	.29	12551	10176	123.34	.25	.21
Daimler-Benz Corp.	2219	.53	27453	21073	130.28	.56	.44
Scania	5	-	113	89	126.97	-	-
Volvo White	1075	.26	12083	11919	101.43	.24	.25
Western Star	131	.03	1423	1133	125.60	.03	.02
Other Imports	68770	16.48	939834	939730	100.01	19.03	19.57
Miscellaneous Domestic	657	.16	6866	5309	129.33	.14	.11
U. S. Total	41786		4938617	4801021	102.87		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	428730	130481	-	-	-	-	-	-
Plymouth	137492	-	-	-	-	-	-	-
Ford	822622	552940	476	-	-	9525	29812	12499
Chevrolet	707352	410165	27355	1106	309	7180	8059	418
G.M.C.	161458	131950	3027	498	5369	7428	18762	6884
Hino	-	-	-	-	449	400	780	-
International	-	-	-	-	388	18902	22008	28659
Iveco	-	-	1099	551	519	126	-	-
Jeep	188229	15396	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1895	2649	18121
Kenworth	-	-	-	-	-	-	131	14439
Peterbilt	-	-	-	-	-	-	98	12453
Daimler-Benz Corp.	-	-	-	-	-	1577	2397	23479
Scania	-	-	-	-	-	-	-	113
Volvo White	-	-	-	-	-	-	1611	10478
Western Star	-	-	-	-	-	-	-	1423
Other Imports	927419	3794	5711	-	1071	754	1085	-
Miscellaneous Domestic	-	1895	-	2774	323	-	27	1847
Total	3374962	1246631	37668	4929	8428	47787	87419	130813
1986 Total	3216005	1289617	37170	1431	5335	50198	86691	114574
1987 vs '86	104.94	96.67	101.34	344.44	157.98	95.20	100.84	114.17

Manufacturers' Sales Records were used in compiling Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	59001	.58	61269	.55
Chevrolet Spectrum	78347	.78	95126	.85
Chrysler Conquest	11195	.11	1875	.02
Dodge Colt/SW	41608	.41	48373	.43
Dodge Colt Vista SW	15325	.15	17628	.16
Dodge Conquest	267	-	2441	.02
Eagle Medallion	13370	.13	-	-
Ford Festiva	24114	.24	-	-
Plymouth Colt/SW	37743	.37	45237	.41
Plymouth Colt Vista SW	14663	.14	16632	.15
Plymouth Conquest	173	-	2289	.02
Pontiac LeMans	32794	.32	-	-
Merkur XR4	8817	.09	14108	.13
Scorpio	4625	.05	-	-
Tracer	32255	.32	-	-
Others	335	-	2234	.02
Total Domestic Sponsored Imports	375832	3.71	307212	2.76
OTHER IMPORTS				
Acura	103422	1.02	43627	.39
BMW	85215	.84	92992	.83
Honda	608813	6.01	602758	5.41
Hyundai	259325	2.56	143436	1.29
Mazda	213091	2.11	214930	1.93
Mercedes Benz	32378	.31	93686	.84
Mitsubishi	60320	.60	47442	.43
Nissan	511365	5.05	554102	4.97
Saab	45455	.45	50323	.45
Subaru	172152	1.70	175643	1.58
Toyota	612621	6.05	588909	5.29
Volkswagen	177728	1.76	201165	1.81
Volvo	99883	.99	119828	1.08
Yugo	48059	.47	52904	.30
Others	158871	1.57	175233	1.57
Total Other Imports	3248704	32.09	3136978	28.16
GRAND TOTAL ALL IMPORT CARS	3624536	35.81	3444190	30.92

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	66494	1.35	77284	1.61
Dodge RAIDER	19385	.39	3902	.08
OTHER IMPORTS				
Isuzu	89506	1.81	85038	1.77
Mazda	128347	2.60	151154	3.15
Mitsubishi	56963	1.15	31938	.67
Nissan	218574	4.43	215854	4.50
Subaru	1594	.03	3946	.08
Suzuki	79818	1.62	41567	.87
Toyota	344259	6.97	392735	8.18
Volkswagen	10181	.21	12372	.26
Others	2171	.04	4	-
Total Other Import Trucks	951213	18.86	934618	19.47
GRAND TOTAL ALL IMPORT TRUCKS	1017092	20.59	1015804	21.16

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	23394	16159	144.77	3.02	2.02	296362
(Laser)	-	715	-	-	.09	4792
(Le Baron/GTS)	11736	7413	158.32	1.51	.93	164640
(NY/S AY/Newport)	11060	7271	152.11	1.43	.91	115735
DODGE	32612	24817	93.67	4.21	4.35	407174
(Daytona)	4855	859	565.19	.63	.11	37071
(Omni/Shadow)	8452	10780	78.40	1.09	1.35	116654
(Aries)	8595	9068	94.78	1.11	1.13	101062
(Lancer)	1171	2274	51.50	.15	.28	22793
(600)	2311	3200	72.22	.30	.40	36660
(Diplomat/Dynsty)	3429	1424	240.80	.44	.18	15206
PLYMOUTH	24471	30814	79.42	3.16	3.85	343981
(Horizn/Sundance)	7908	12149	65.09	1.02	1.51	123956
(Reliant)	10116	9167	110.35	1.30	1.15	106069
(Caravelle)	2377	2316	102.63	.31	.29	35869
(Gran Fury)	610	849	71.85	.08	.11	7703
EAGLE	4721	2921	161.62	.61	.37	44626
(Allnc/Eagl/Prem)	2068	2648	78.10	.27	.33	30921
CHRYSLER CORP	85398	84711	100.81	11.00	10.59	1092141
FORD	115387	107896	106.94	14.83	13.49	1417270
(Escort)	29522	26213	112.62	3.81	3.28	392758
(Probe)	-	-	-	-	-	-
(Mustang)	10923	10814	101.01	1.41	1.35	170566
(Tempo)	19177	20557	93.29	2.48	2.57	222963
(Taurus)	32532	31942	101.85	4.19	3.99	356457
(Crown Victoria)	8501	9139	93.02	1.10	1.14	118312
(T'Bird)	10245	9096	112.63	1.32	1.14	131544
LINCOLN	13020	15022	86.67	1.68	1.88	166599
MERCURY	34627	32822	105.50	4.48	4.10	463432
(Topaz)	5088	4982	102.09	.66	.62	63126
(Sable)	8879	8294	107.05	1.16	1.04	102767
(Grand Marquis)	7892	9372	84.21	1.02	1.17	117885
(Cougar)	7777	6251	124.41	1.00	.78	109922
LINC/MERC DIV	48369	48349	100.04	6.25	6.04	643473
FORD MOTOR CO	163756	156245	104.81	21.14	19.53	2060743
BUICK	46270	45843	100.93	5.97	5.73	556122
(Skyhawk)	2671	3408	78.37	.34	.43	39454
(Somerset/Skylrk)	4332	5288	81.92	.56	.66	67880
(Century)	9006	13414	67.14	1.16	1.67	151884
(Regal)	9029	3821	236.30	1.17	.48	58672
(Riviera)	1173	2216	52.93	.15	.28	16472
(Reatta)	12	-	-	-	-	10
CADILLAC	18281	22170	82.46	2.36	2.77	258146
(Allante)	276	-	-	.04	-	2064
(Cimarron)	493	1289	38.25	.06	.16	12609
(Eldorado)	2103	1841	114.23	.27	.23	20282
(Seville)	2035	2259	90.08	.26	.28	20656
CHEVROLET	108393	110809	97.82	14.01	13.85	1493413
(Celebrity)	19749	28107	70.26	2.55	3.51	313491
(Corsica)	11444	3275	349.44	1.48	.41	100084
(Beretta)	10770	3017	356.98	1.39	.38	108387
(Cavalier)	27227	22537	120.79	3.52	2.82	298778
(Camaro)	5847	7477	78.15	.75	.93	116656
(Corvette)	1668	1904	87.61	.22	.24	24654
(Monte Carlo)	3862	5334	72.40	.50	.67	63784
OLDSMOBILE	49117	58678	83.71	6.34	7.33	715961
(Firenza)	1396	1524	91.60	.18	.19	17252
(Calais)	8635	6934	95.69	.86	.87	100706
(Cutlass Ciera)	16294	21171	76.96	2.10	2.64	246275
(Cutlass)	4278	8329	51.36	.55	1.04	95190
(Toronado)	1077	1113	96.77	.14	.14	16111
PONTIAC	51849	53213	97.44	6.69	6.65	696842
(1000)	65	975	6.67	.01	.12	5697
(Sunbird)	5557	6328	87.82	.72	.79	80120
(Grand Am)	15202	16432	92.51	1.95	2.07	213778
(6000)	8407	12191	68.96	1.09	1.52	124111
(Bonneville)	10708	5916	181.00	1.38	.74	99722
(Firebird)	3941	5236	75.27	.51	.65	73641
(Fiero)	2019	3640	55.47	.26	.45	42466
(Grand Prix)	1932	1604	120.45	.25	.20	14305
GEN MTRS CORP	273910	290713	94.22	35.37	36.33	3720484
Misc. Domestic	7	-	-	-	-	80
Other Import	261584	268457	97.71	33.79	33.55	3248704
U S TOTAL	774455	800126	96.79			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

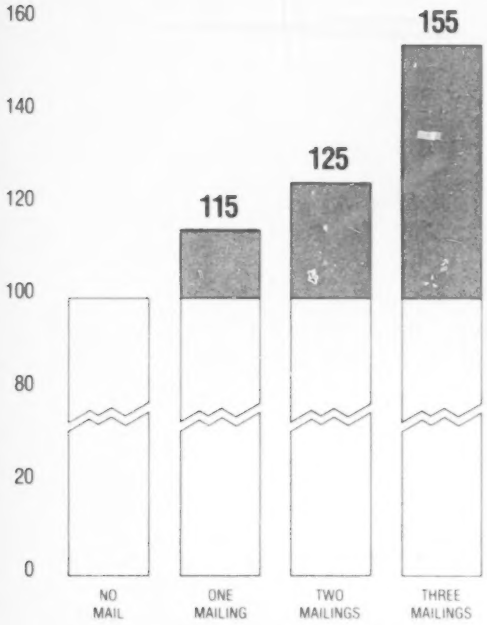
NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	73	.02	73	106	68.87	.02	.03
Chevrolet	94486	24.59	94486	75924	124.45	24.59	21.35
Dodge	42514	11.07	42514	42408	100.25	11.07	11.93
Ford	113169	29.44	113169	100266	112.87	29.44	28.21
Freightliner	1769	.46	1769	1730	102.25	.46	.49
G.M.C	27691	7.21	27691	22614	122.45	7.21	6.36
Hino	131	.03	131	116	112.93	.03	.03
Isuzu	6233	1.62	6233	8516	73.19	1.62	2.39
Iveco	138	.04	138	184	75.00	.04	.05
Jeep	17621	4.59	17621	16751	105.19	4.59	4.71
Kenworth	886	.23	886	987	89.77	.23	.28
Mack/Midliner	1461	.38	1461	1682	86.86	.38	.47
Mercedes Benz	214	.06	214	378	56.61	.06	.11
Navistar	6870	1.79	6870	4919	139.66	1.79	1.38
Nissan	14596	3.80	14596	18650	78.26	3.80	5.24
Peterbilt	1109	.29	1109	757	146.50	.29	.21
Plymouth	12906	3.36	12906	7816	165.12	3.36	2.20
Scania	9	-	9	15	60.00	-	-
Volvo	137	.04	137	169	81.07	.04	.05
Western Star	112	.03	112	103	108.74	.03	.03
White	596	.16	596	535	111.40	.16	.15
WHITEGMC	56	.01	56	-	-	.01	-
Other Imports	40834	10.63	40834	50671	80.55	10.63	14.25
Miscellaneous Domestic	564	.15	564	300	188.00	.15	.08
U.S. Total	384175		384175	255597	108.04		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	73
Chevrolet	56620	34972	1314	152	27	764	597	40
Dodge	33560	8954	-	-	-	-	-	-
Ford	58403	50370	-	496	-	520	2541	839
Freightliner	-	-	-	-	-	-	-	1769
G.M.C	13383	11082	182	47	407	1111	1124	355
Hino	-	-	-	-	33	40	58	-
Isuzu	5876	-	304	-	35	3	15	-
Iveco	-	-	63	43	18	14	-	-
Jeep	16164	1457	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	40	846
Mack/Midliner	-	-	-	-	-	97	220	1144
Mercedes Benz	-	-	-	-	-	65	149	-
Navistar	-	-	-	16	24	2505	1991	2334
Nissan	14515	-	-	-	44	19	18	-
Peterbilt	-	-	-	-	-	-	9	1100
Plymouth	12906	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	9
Volvo	-	-	-	-	-	-	112	25
Western Star	-	-	-	-	-	-	-	112
White	-	-	-	-	-	-	-	596
WHITEGMC	-	-	-	-	-	-	-	56
Other Imports	40471	218	95	-	3	31	16	-
Miscellaneous Domestic	-	86	-	309	45	-	4	120
Total	251898	107139	1958	1063	636	5169	6894	9418
1987 Total	243983	88633	2530	88	653	3109	7169	9232
1988 : '87	103.24	120.61	77.39	-	97.40	166.26	96.16	102.01

CONSIDERATION...



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JANUARY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	23394	16159	144.77	3.02	2.02
(Laser)	-	715	-	-	.09
(Le Baron/GTS)	11736	7413	158.32	1.51	.93
(NY/S AY/Newport)	11060	7271	152.11	1.43	.91
DODGE	32612	34817	93.67	4.21	4.35
(Daytona)	4855	859	565.19	.63	.11
(Omni/Shadow)	8452	10780	78.40	1.09	1.35
(Aries)	8595	9068	94.78	1.11	1.13
(Lancer)	1171	2274	51.50	.15	.28
(600)	2311	3200	72.22	.30	.40
(Diplomat/Dynsty)	3429	1424	240.80	.44	.18
PLYMOUTH	24471	30814	79.42	3.16	3.85
(Horizn/Sundance)	7908	12149	65.09	1.02	1.51
(Reliant)	10116	9167	110.35	1.30	1.15
(Caravelle)	2377	2316	102.63	.31	.29
(Gran Fury)	610	849	71.85	.08	.11
EAGLE	4721	2921	161.62	.61	.37
(Allnc/Eagl/Prem)	2068	2848	72.61	.27	.36
CHRYSLER CORP	85196	84711	100.57	11.00	10.59
FORD	115387	107856	106.94	14.83	13.49
(Escort)	29522	26213	112.62	3.81	3.28
(Probe)	-	-	-	-	-
(Mustang)	10923	10814	101.01	1.41	1.35
(Tempo)	19177	20557	93.29	2.48	2.57
(Taurus)	32532	31942	101.85	4.19	3.99
(Crown Victoria)	8501	9139	93.02	1.10	1.14
(T'Bird)	10245	9096	112.63	1.32	1.14
LINCOLN	13020	15022	86.67	1.68	1.88
MERCURY	34627	32822	105.50	4.48	4.10
(Topaz)	5086	4982	102.09	.66	.62
(Sable)	8879	8294	107.05	1.16	1.04
(Grand Marquis)	7892	9372	84.21	1.02	1.17
(Cougar)	7777	6251	124.41	1.00	.78
LINC/MERC DIV	48369	48349	100.04	6.25	6.04
FORD MOTOR CO	163756	156245	104.81	21.14	19.53
BUICK	46270	45843	100.93	5.97	5.73
(Skyhawk)	2671	3408	78.37	.34	.43
(Somerset/Skylrk)	4332	5288	81.92	.56	.66
(Century)	9006	13414	67.14	1.16	1.67
(Regal)	9029	3821	236.30	1.17	.48
(Riviera)	1173	2216	52.93	.15	.28
(Reatta)	12	-	-	-	-
CADILLAC	18281	22170	82.46	2.36	2.77
(Allante)	276	-	-	.04	-
(Cimarron)	493	1289	38.25	.06	.16
(Eldorado)	2103	1841	114.23	.27	.23
(Seville)	2035	2259	90.08	.26	.28
CHEVROLET	108393	110809	97.82	14.01	13.85
(Celebrity)	19749	28107	70.26	2.55	3.51
(Corsica)	11444	3275	349.44	1.48	.41
(Beretta)	10770	3017	356.98	1.39	.38
(Cavalier)	21223	22537	120.79	3.53	2.82
(Camaro)	5843	7477	78.15	.75	.93
(Corvette)	1668	1904	87.61	.22	.24
(Monte Carlo)	3862	5334	72.40	.50	.67
OLDSMOBILE	49117	58678	83.71	6.34	7.33
(Firenza)	1396	1524	91.60	.18	.19
(Calais)	6635	6934	95.69	.86	.87
(Cutlass Ciera)	16294	21171	76.96	2.10	2.64
(Cutlass)	4278	8329	51.36	.55	1.04
(Toronado)	1077	1113	96.77	.14	.14
PONTIAC	51849	53213	97.44	6.69	6.65
(1000)	65	975	6.67	.01	.12
(Sunbird)	5557	6328	87.82	.72	.79
(Grand AM)	15202	16432	92.51	1.95	2.07
(6000)	8407	12191	68.96	1.09	1.52
(Bonneville)	10708	5916	181.00	1.38	.74
(Firebird)	3941	5236	75.27	.51	.65
(Fiero)	2019	3640	55.47	.26	.45
(Grand Prix)	1932	1604	120.45	.25	.20
GEN MTRS CORP	273910	290713	94.22	35.37	36.33
Misc. Domestic	7	-	-	-	-
Other Import	251584	268457	93.71	32.48	33.55
U S TOTAL	774465	800126	96.79		

UNITED STATES SUMMARY
JANUARY 1988 ISSUED 03/88

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NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	5231	.68	3703	.46
Chevrolet Spectrum	5830	.71	8694	1.09
Chrysler Conquest	598	.08	760	.09
Dodge Colt/SW	2641	.34	3923	.49
Dodge Colt Vista SW	926	.12	1538	.19
Eagle Medallion	2653	.34	-	-
Ford Festiva	4487	.58	-	-
Plymouth Colt/SW	2396	.31	3589	.45
Plymouth Colt Vista SW	838	.11	1323	.17
Pontiac LeMans	3302	.43	-	-
Merkur XR4	419	.05	505	.06
Scorpio	303	.04	-	-
Tracer	4104	.56	-	-
Others	-	-	169	.02
Total Domestic Sponsored Imports	33628	4.34	24204	3.03
OTHER IMPORTS				
Acura	9520	1.23	7635	.95
BMW	5560	.72	7821	.98
Honda	52479	6.78	52525	6.56
Hyundai	20358	2.63	20925	2.62
Mazda	19021	2.45	16763	2.10
Mercedes Benz	6365	.82	10110	1.26
Mitsubishi	4211	.54	4310	.54
Nissan	32589	4.21	38971	4.87
Saab	3166	.41	3873	.48
Subaru	13115	1.69	12567	1.57
Toyota	53978	6.97	54527	6.81
Volkswagen	13494	1.74	12096	1.51
Volvo	6034	.78	9891	1.24
Yugo	2569	.33	4360	.54
Others	9145	1.18	12083	1.51
Total Other Imports	251584	32.49	268457	33.55
GRAND TOTAL ALL IMPORT CARS	285212	36.83	292661	36.58

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	3771	.98	5877	1.65
Dodge RAIDER	1061	.28	1085	.31
OTHER IMPORTS				
Isuzu	5876	1.53	8120	2.28
Mazda	7748	2.02	11730	3.30
Mitsubishi	4367	1.14	3977	1.12
Nissan	14515	3.78	18348	5.16
Subaru	8	-	328	.09
Suzuki	5280	1.37	5552	1.56
Toyota	22276	5.80	28236	7.94
Volkswagen	684	.18	811	.23
Others	326	.08	-	-
Total Other Import Trucks	61080	15.90	77102	21.68
GRAND TOTAL ALL IMPORT TRUCKS	65912	17.16	84064	23.64

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R 1-88

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FEBRUARY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	28852	16356	176.40	3.56	2.44
(Laser)	-	747	-	-	.11
(Le Baron/GTS)	12646	8868	142.60	1.56	1.33
(NY/5 AV/Newport)	15486	6104	253.70	1.91	.91
DODGE	37621	30603	122.93	4.65	4.56
(Daytona)	5021	1309	383.58	.62	.20
(Omni/Shadow)	8617	9991	86.25	1.06	1.49
(Aries)	9769	7478	130.64	1.22	1.11
(Lancer)	996	2003	49.73	.12	.30
(600)	2084	2826	73.74	.26	.42
(Diplomat/Dynsty)	6194	735	842.72	.76	.11
PLYMOUTH	30630	28779	106.43	3.78	4.29
(Horizn/Sundance)	9471	11091	85.39	1.17	1.66
(Reliant)	13420	8471	158.42	1.65	1.26
(Caravelle)	2400	3321	72.27	.30	.49
(Gran Fury)	1027	368	264.69	.13	.06
EAGLE	4796	2262	210.17	.59	.34
(Allinc/Eagl/Prem)	2674	2191	122.04	.33	.33
CHRYSLER CORP	101899	78020	130.61	12.58	11.63
FORD	121748	96572	126.07	15.02	14.39
(Escort)	27806	24009	115.81	3.43	3.58
(Probe)	-	-	-	-	-
(Mustang)	13017	14538	89.54	1.61	2.17
(Tempo)	21944	18179	120.71	2.71	2.71
(Taurus)	33550	23357	143.64	4.13	3.48
(Crown Victoria)	8843	7730	114.40	1.09	1.15
(T'Bird)	10987	8679	126.59	1.36	1.29
LINCOLN	13149	9883	133.05	1.62	1.47
MERCURY	37111	28662	129.48	4.59	4.28
(Topaz)	5929	5246	113.02	.73	.78
(Sable)	9495	5869	161.78	1.19	.87
(Grand Marquis)	8366	7493	111.80	1.03	1.13
(Cougar)	8289	6407	129.37	1.02	.95
LINC/MERC DIV.	50934	38971	130.70	6.29	5.81
FORD MOTOR CO.	172680	135543	127.40	21.31	20.20
BUICK	46679	37543	124.33	5.76	5.60
(Skyhawk)	2553	2280	111.97	.32	.34
(Somerset/Skylrk)	4686	4961	94.46	.58	.74
(Century)	9112	10349	88.05	1.12	1.55
(Regal)	9521	2956	322.09	1.17	.44
(Riviera)	657	2447	26.85	.08	.36
(Reatta)	63	-	-	.01	-
CADILLAC	18750	18749	100.01	2.31	2.79
(Allante)	232	1	-	.03	-
(Cimarron)	548	777	70.53	.07	.12
(Eldorado)	1587	1123	141.32	.18	.17
(Seville)	1504	2433	61.82	.19	.35
CHEVROLET	117240	104231	112.48	14.48	15.54
(Celebrity)	20722	26958	76.87	2.56	4.02
(Corsica)	16527	1475	-	2.04	.22
(Beretta)	15535	1862	834.32	1.92	.28
(Cavalier)	21219	30261	70.12	2.62	4.50
(Camaro)	5562	8769	64.57	.70	1.31
(Corvette)	1526	1449	112.22	.20	.22
(Monte Carlo)	3470	3479	99.74	.43	.52
OLDSMOBILE	50162	50805	98.73	6.19	7.57
(Firenza)	1284	1088	118.01	.16	.16
(Calais)	7595	7122	106.64	.94	1.06
(Cutlass Ciera)	17118	18016	95.02	2.11	2.68
(Cutlass)	5369	8154	65.84	.66	1.22
(Toronado)	960	1042	92.13	.12	.16
PONTIAC	57381	50182	114.35	7.08	7.48
(1000)	50	989	5.06	.01	.15
(Sunbird)	5881	6465	90.97	.73	.96
(Grand Am)	19190	17811	107.74	2.36	2.65
(6000)	7091	9291	76.32	.88	1.38
(Bonneville)	10866	5956	182.44	1.34	.89
(Firebird)	3726	4335	85.95	.46	.65
(Fiero)	2267	3254	69.67	.28	.49
(Grand Prix)	4183	1453	286.51	.51	.22
GEN MTRS CORP.	290212	261510	110.98	35.82	38.98
Misc. Domestic	6	1	600.00	-	-
Other Import	245412	195845	125.31	30.29	29.19
U.S TOTAL	810209	670919	120.76		

UNITED STATES SUMMARY
FEBRUARY 1988 ISSUED 4/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	52248	32515	160.68	3.30	2.21	296362
(Laser)	-	1462	-	-	.10	4792
(Le Baron/GTS)	24382	16281	149.76	1.54	1.11	164640
(NY/S AY/Newport)	26546	13375	198.47	1.68	.91	115735
DODGE	70233	65420	107.36	4.43	4.45	407174
(Daytona)	9876	2168	455.54	.62	.15	37071
(Omni/Shadow)	17069	20771	82.18	1.08	1.41	116654
(Aries)	18364	16546	110.99	1.15	1.12	101062
(Lancer)	2167	4277	50.67	.14	.29	22793
(600)	4395	6026	72.93	.28	.41	36660
(Diplomat/Dynsty)	9623	2159	445.72	.61	.15	15206
PLYMOUTH	55101	59593	92.46	3.48	4.05	343981
(Horizn/Sundance)	17379	23240	74.78	1.10	1.59	123956
(Reliant)	23536	17638	133.44	1.49	1.20	106069
(Caravelle)	4777	5637	84.74	.30	.38	35869
(Gran Fury)	1637	1237	132.34	.10	.08	7703
EAGLE	9517	5203	182.91	.60	.35	44626
(Allnc/Eagl/Prem)	4742	5039	94.11	.30	.34	30921
CHRYSLER CORP.	187097	162731	114.97	11.81	11.06	1092143
FORD	237133	204468	115.98	14.96	13.90	1417278
(Escort)	57328	50222	114.15	3.62	3.41	392758
(Probe)	-	-	-	-	-	-
(Mustang)	23940	25352	94.43	1.51	1.72	170566
(Tempo)	41121	38736	106.16	2.59	2.63	222963
(Taurus)	66062	55299	119.50	4.17	3.77	356457
(Crown Victoria)	17344	16869	102.82	1.09	1.15	118312
(T'Bird)	21232	17775	119.45	1.34	1.21	131544
LINCOLN	26169	24905	105.08	1.65	1.69	166599
MERCURY	71738	61484	116.68	4.53	4.19	463432
(Topaz)	11015	10228	107.69	.70	.70	63126
(Sable)	18374	14163	129.73	1.16	.96	102767
(Grand Marquis)	16258	16855	96.46	1.03	1.15	117885
(Cougar)	16066	12658	126.92	1.01	.86	109922
LINC/MERC. DIV.	99303	87320	113.72	6.27	5.94	643473
FORD MOTOR CO.	336436	291788	115.30	21.23	19.84	2060743
BUICK	92949	83386	111.47	5.87	5.67	556122
(Skyhawk)	5224	5688	91.84	.33	.39	39454
(Somerset/Skylrk)	9018	10249	87.99	.57	.70	67880
(Century)	18118	23763	76.24	1.14	1.61	151884
(Regal)	18550	6777	273.72	1.18	.46	58672
(Riviera)	1830	4663	39.25	.12	.32	16472
(Reatta)	75	-	-	-	-	10
CADILLAC	37031	40919	90.50	2.34	2.78	258146
(Allante)	508	1	-	.03	-	2064
(Cimarron)	1041	2066	50.39	.07	.14	12609
(Eldorado)	3690	2964	124.49	.24	.20	20282
(Seville)	3539	4692	75.43	.22	.32	20656
CHEVROLET	225633	215040	104.93	14.24	14.62	1493413
(Celebrity)	40471	55065	73.50	2.55	3.75	313491
(Corsica)	27971	4750	588.86	1.77	.32	100084
(Beretta)	26305	4879	539.15	1.66	.33	108387
(Cavalier)	48442	52798	91.75	3.05	3.59	298778
(Camaro)	11505	16246	70.82	.73	1.10	116656
(Corvette)	3294	3353	98.24	.21	.23	24654
(Monte Carlo)	7332	8813	83.20	.46	.60	63784
OLDSMOBILE	99279	109483	90.68	6.28	7.44	715961
(Firenza)	2680	2612	102.60	.17	.18	17252
(Calais)	14230	14056	101.24	.90	.96	100706
(Cutlass Ciera)	33412	39187	85.24	2.10	2.65	246275
(Cutlass)	9647	16483	58.53	.61	1.12	95190
(Toronado)	2037	2155	94.52	.13	.15	16111
PONTIAC	109230	103395	105.64	6.89	7.03	696842
(1000)	1115	1964	5.86	.01	.13	5697
(Sunbird)	11438	12793	89.41	.72	.87	80120
(Grand AM)	34392	34243	100.44	2.17	2.33	213778
(6000)	15498	21482	72.14	.98	1.46	124111
(Bonneville)	21574	11872	181.72	1.36	.81	99722
(Firebird)	7667	9571	80.11	.48	.65	73641
(Fiero)	4286	6894	62.17	.27	.47	42466
(Grand Prix)	6095	3057	199.38	.38	.21	14305
GEN MTRS SUBT	564122	552223	102.15	35.60	37.54	5720484
Misc. Domestic	13	1	-	-	-	80
Other Import	496996	464302	107.04	31.36	31.56	3248704
U.S TOTAL	1584664	1471045	107.72			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	71	.02	144	166	86.75	.02	.02
Chevrolet	92749	24.50	187235	153237	122.19	24.55	22.49
Dodge	44077	11.64	86591	78116	110.85	11.35	11.47
Ford	111031	29.33	224200	196227	114.26	29.41	28.82
Freightliner	1981	.52	3758	3081	121.71	.49	.45
G.M.C.	26953	7.12	54654	45516	120.08	7.16	6.68
Hino	137	.04	268	216	124.07	.04	.03
Isuzu	5902	1.56	12135	15743	77.08	1.59	2.31
Iveco	116	.03	254	332	76.51	.03	.05
Jeep	18164	4.80	35785	29360	121.88	4.[illegible]	4.31
Kenworth	1188	.31	2074	1932	107.35	.[illegible]	.28
Mack/Midliner	1569	.41	3030	2892	104.77	.40	.42
Mercedes Benz	211	.06	425	737	57.67	.05	.11
Navistar	5566	1.47	12436	9163	135.72	1.63	1.35
Nissan	13484	3.56	28080	35269	79.62	3.68	5.18
Peterbilt	1159	.31	2268	1316	172.34	.30	.19
Plymouth	13364	3.53	26270	14124	186.00	3.44	2.07
Scania	16	-	25	28	89.29	-	-
Volvo	123	.03	260	330	78.79	.03	.05
Western Star	147	.04	259	191	135.60	.03	.03
White	313	.08	909	1162	78.23	.12	.17
WHITEGMC	416	.11	472	-	-	.06	-
Other Imports	39200	10.35	80034	91587	87.39	10.49	13.44
Miscellaneous Domestic	690	.18	1254	534	234.83	.16	.08
U. S. Total	378637		762812	681259	111.97		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	144
Chevrolet	111957	69173	3060	268	49	1493	1181	54
Dodge	68786	17805	-	-	-	-	-	-
Ford	118140	97388	-	1071	-	1185	4863	1553
Freightliner	-	-	-	-	-	-	-	3750
G.M.C.	26342	22026	337	140	718	1802	2727	562
Hino	-	-	-	-	77	77	114	-
Isuzu	11408	-	611	9	72	7	30	-
Iveco	-	-	131	65	36	22	-	-
Jeep	33088	2697	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	68	2008
Mack/Midliner	-	-	-	-	-	241	365	2424
Mercedes Benz	-	-	-	-	-	129	296	-
Navistar	-	-	-	30	67	3863	3847	4829
Nissan	27924	-	-	-	83	37	36	-
Peterbilt	-	-	-	-	-	-	34	2234
Plymouth	26270	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	25
Volvo	-	-	-	-	-	-	212	48
Western Star	-	-	-	-	-	-	-	259
White	-	-	-	-	-	-	-	909
WHITEGMC	-	-	-	-	-	-	6	466
Other Imports	79301	436	186	-	11	72	28	-
Miscellaneous Domestic	-	204	-	688	116	-	10	236
Total	503214	209729	4325	2271	1229	8928	13817	19299
1987 Total	470871	167431	4717	171	1111	5902	13882	17174
1988 vs '87	106.87	125.26	91.69	-	110.62	151.27	99.53	112.37

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	9210	.58	7172	.49
Chevrolet Spectrum	11518	.73	14369	.98
Chrysler Conquest	1318	.08	1397	.09
Dodge Colt/SW	6674	.42	6773	.46
Dodge Colt Vista SW	1612	.10	2812	.19
Eagle Medallion	4775	.30	42	-
Ford Festiva	10086	.64	-	-
Plymouth Colt/SW	5882	.37	6139	.42
Plymouth Colt Vista SW	1486	.09	2419	.16
Pontiac LeMans	6838	.43	-	-
Merkur XR4	846	.05	931	.06
Scorpio	550	.03	-	-
Tracer	8735	.55	-	-
Others	-	-	287	.02
Total Domestic Sponsored Imports	69530	4.39	42341	2.88
OTHER IMPORTS				
Acura	17889	1.13	13825	.94
BMW	10906	.69	12308	.84
Honda	101707	6.42	91314	6.21
Hyundai	42359	2.67	38607	2.62
Mazda	38893	2.45	27381	1.86
Mercedes Benz	12177	.77	16815	1.14
Mitsubishi	8573	.54	7379	.50
Nissan	65672	4.14	71135	4.84
Saab	6261	.40	6531	.44
Subaru	25242	1.59	23186	1.58
Toyota	104138	6.57	90089	6.12
Volkswagen	27848	1.76	21032	1.43
Volvo	12519	.79	15941	1.08
Yugo	5286	.33	8404	.57
Others	17524	1.11	20355	1.38
Total Other Imports	496996	31.36	464302	31.56
GRAND TOTAL ALL IMPORT CARS	566526	35.75	506643	34.44

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	8668	1.14	10875	1.60
Dodge RAIDER	1868	.24	2211	.32
OTHER IMPORTS				
Isuzu	11406	1.50	15004	2.20
Mazda	15573	2.04	20696	3.04
Mitsubishi	8857	1.16	7528	1.11
Nissan	27924	3.66	34879	5.12
Subaru	16	-	575	.08
Suzuki	10493	1.38	11067	1.63
Toyota	42955	5.63	50257	7.38
Volkswagen	1261	.17	1370	.20
Others	582	.08	-	-
Total Other Import Trucks	119067	15.61	141396	20.76
GRAND TOTAL ALL IMPORT TRUCKS	129603	16.99	154482	22.68

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

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MARCH
1988

pocket summary

of registrations

new cars

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	33246	23274	142.85	3.62	2.81
(Lever)	-	862	-	-	.10
(Le Baron/GTS)	16781	12110	138.57	1.83	1.47
(NY/S AY/Newport)	15547	9120	170.47	1.69	1.10
DODGE	44561	39157	113.80	4.84	4.71
(Daytona)	6343	1957	324.12	.69	.24
(Omni/Shadow)	11058	10945	101.03	1.20	1.31
(Aries)	11432	10620	107.65	1.24	1.28
(Lancer)	1201	2661	45.13	.13	.32
(600)	1742	3501	49.76	.19	.42
(Diplomat/Dynsty)	7580	820	924.39	.82	.10
PLYMOUTH	31417	37382	84.04	3.42	4.51
(Horizn/Sundance)	10693	13077	81.77	1.16	1.59
(Reliant)	12981	12306	105.49	1.42	1.48
(Caravelle)	2131	3665	58.14	.23	.44
(Gran Fury)	748	511	146.38	.08	.06
EAGLE	5157	3395	151.90	.56	.41
(Alnc/Eagl/Prem)	3613	2843	127.08	.39	.34
CHRYSLER CORP	114381	103208	110.83	12.44	12.44
FORD	135664	119565	113.46	14.75	14.41
(Escort)	30824	32274	95.51	3.35	3.88
(Probe)	657	-	-	.07	-
(Mustang)	18050	18814	95.94	1.96	2.27
(Tempo)	22702	21967	103.35	2.47	2.65
(Taurus)	35439	26768	132.39	3.85	3.23
(Crown Victoria)	10736	10201	105.24	1.17	1.23
(T'Bird)	11224	9465	118.58	1.22	1.14
LINCOLN	15826	10997	143.91	1.72	1.33
MERCURY	43686	35904	121.67	4.75	4.33
(Topaz)	6895	6113	112.79	.75	.74
(Sable)	11020	7330	150.34	1.19	.88
(Grand Marquis)	10103	9364	107.89	1.10	1.13
(Cougar)	10533	8278	127.24	1.15	1.00
LINC/MERC DIV	60318	47421	127.20	6.56	5.72
FORD MOTOR CO	195982	166986	117.36	21.31	20.13
BUICK	51266	44825	114.37	5.58	5.40
(Skyhawk)	2851	2860	99.69	.31	.34
(Somerset/Skylrk)	5045	6259	80.09	.55	.76
(Century)	9927	13115	75.69	1.08	1.58
(Regal)	10199	4295	237.46	1.10	.52
(Riviera)	966	2017	47.89	.11	.24
(Reatta)	147	-	-	.02	-
CADILLAC	21444	18290	117.24	2.33	2.21
(Allante)	254	114	222.81	.03	.01
(Cimarron)	583	941	61.96	.06	.11
(Eldorado)	2375	1293	183.68	.26	.16
(Seville)	1773	1853	95.68	.19	.23
CHEVROLET	139639	132316	105.53	15.19	15.96
(Celebrity)	27002	32976	81.88	2.95	3.98
(Corsica)	19046	2771	687.33	2.07	.33
(Beretta)	17497	3454	506.57	1.90	.42
(Cavalier)	24130	37921	63.63	2.62	4.58
(Camaro)	8839	12788	69.12	.96	1.54
(Corvette)	2236	1992	112.25	.24	.24
(Monte Carlo)	7937	4721	81.39	.43	.57
OLDSMOBILE	52733	63807	98.32	6.82	7.69
(Firenza)	1279	1081	118.32	.14	.13
(Calais)	8508	9211	92.37	.93	1.11
(Cutlass Ciera)	19854	21787	91.13	2.16	2.62
(Cutlass)	9145	10835	84.40	.99	1.31
(Toronado)	1381	1254	110.13	.15	.15
PONTIAC	66854	58980	113.35	7.27	7.11
(1000)	38	964	3.94	-	.12
(Sunbird)	6854	7936	86.37	.75	.96
(Grand AM)	20840	17942	116.15	2.27	2.16
(6000)	7583	10305	73.59	.82	1.24
(Bonneville)	9699	8167	118.76	1.05	.98
(Firebird)	5817	6789	85.68	.63	.82
(Fiero)	2575	4252	60.56	.28	.51
(Grand Prix)	7689	1788	430.52	.84	.22
GEN. MTRS. CORP.	341936	318219	107.45	37.19	38.27
Misc. Domestic	14	1	-	-	-
Other Import	267153	241018	110.84	29.06	29.06
U.S. TOTAL	919466	829432	110.85		

UNITED STATES SUMMARY
MARCH 1988 ISSUED 05/88

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R. 1-88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	85492	55789	153.24	3.41	2.43	296152
(Laser)	-	2324	-	-	.10	4792
(Le Baron/GTS)	41163	28391	144.99	1.64	1.24	164640
(NY/5 AY/Newport)	42093	22495	187.12	1.68	.98	115735
DODGE	114794	104577	109.77	4.58	4.54	407174
(Daytona)	16219	4125	393.19	.65	.18	31071
(Omni/Shadow)	28127	31716	88.68	1.12	1.38	116654
(Aries)	29796	27166	109.68	1.18	1.18	101062
(Lancer)	3368	6938	48.54	.13	.30	22793
(600)	6137	9527	64.42	.25	.41	36660
(Diplomat/Dynsty)	17203	2979	577.48	.69	.13	15206
PLYMOUTH	86518	96975	89.22	3.46	4.22	343981
(Horizn/Sundance)	28072	36317	77.30	1.12	1.59	123956
(Reliant)	36517	29944	121.95	1.46	1.30	106069
(Caravelle)	6908	9302	74.26	.28	.40	35869
(Gran Fury)	2385	1748	136.44	.10	.08	7703
EAGLE	14674	8598	170.67	.59	.37	44626
(Allnc/Eagl/Prem)	8355	7882	106.00	.34	.34	30921
CHRYSLER CORP.	301478	265939	113.36	12.04	11.56	1092143
FORD	372794	324033	115.05	14.89	14.08	1417270
(Escort)	88152	82496	106.86	3.52	3.58	392758
(Probe)	657	-	-	.03	-	-
(Mustang)	41990	44166	95.07	1.68	1.92	170566
(Tempo)	63823	60703	105.14	2.55	2.64	222963
(Taurus)	101518	82067	123.70	4.05	3.57	356457
(Crown Victoria)	28080	27070	103.73	1.12	1.18	118312
(T'Bird)	32456	27240	119.15	1.30	1.18	131544
LINCOLN	41995	35902	116.97	1.68	1.56	166599
MERCURY	115424	97388	118.52	4.60	4.24	463432
(Topaz)	17910	16341	109.60	.72	.71	63126
(Sable)	29394	21493	136.76	1.16	.93	102767
(Grand Marquis)	26361	26219	100.54	1.05	1.15	117885
(Cougar)	26599	20936	127.05	1.06	.91	109922
LINC/MERC. DIV.	159621	134741	118.47	6.37	5.86	643473
FORD MOTOR CO.	532415	458774	116.05	21.26	19.94	2060743
BUICK	144215	128212	112.48	5.76	5.57	556122
(Skyhawk)	8075	8548	94.47	.32	.37	39454
(Somerset/Skylrk)	14063	16548	84.98	.56	.72	67880
(Century)	28045	36878	76.05	1.12	1.60	151884
(Regal)	28749	11072	259.65	1.15	.48	58672
(Riviera)	2796	6680	41.86	.11	.29	16472
(Reatta)	222	-	-	.01	-	10
CADILLAC	58475	59209	98.76	2.34	2.57	258148
(Allante)	762	115	662.61	.03	-	2084
(Cimarron)	1624	3007	54.01	.06	.13	12509
(Eldorado)	6065	4257	142.47	.25	.19	20212
(Seville)	5312	6545	81.16	.21	.28	20656
CHEVROLET	365259	347356	105.15	14.58	15.11	1493418
(Celebrity)	67460	88041	76.62	2.69	3.83	313491
(Corsica)	47017	7521	625.14	1.88	.33	100084
(Beretta)	43802	8333	525.65	1.75	.36	108387
(Cavalier)	72572	90719	80.00	2.90	3.95	298778
(Camaro)	20344	29034	70.07	.81	1.26	116656
(Corvette)	5530	5345	103.46	.22	.23	24654
(Monte Carlo)	11269	13534	83.26	.45	.59	63784
OLDSMOBILE	162012	173290	93.49	6.47	7.53	715961
(Firenza)	3959	3693	107.20	.16	.16	17252
(Calais)	22738	23267	97.73	.91	1.01	100706
(Cutlass Ciera)	53266	60974	87.36	2.12	2.65	246275
(Cutlass)	18792	27318	68.79	.75	1.19	95190
(Toronado)	3418	3409	100.26	.14	.15	16111
PONTIAC	176084	162375	108.44	7.03	7.06	696842
(1000)	153	2928	5.23	.01	.13	5697
(Sunbird)	18292	20729	88.24	.73	.90	80120
(Grand Am)	55232	52185	105.84	2.20	2.28	213778
(6000)	23081	31787	72.61	.92	1.38	124111
(Bonneville)	31273	20039	156.06	1.25	.87	99722
(Firebird)	13484	16360	82.42	.54	.71	73641
(Fiero)	6861	11146	61.56	.27	.48	42466
(Grand Prix)	13784	4843	284.62	.55	.21	14305
GEN. MTRS CORP.	906045	870442	104.09	36.18	37.84	3720484
Misc. Domestic	27	2	-	-	-	80
Other Import	764149	705320	108.34	30.52	30.66	3248704
U.S. TOTAL	2504114	2300477	108.85			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	38	.01	182	278	65.47	.02	.03
Chevrolet	111026	25.08	298259	252702	118.03	24.74	23.16
Dodge	51371	11.60	137962	124557	110.76	11.44	11.41
Ford	131035	29.60	355235	316765	112.14	29.48	29.02
Freightliner	2168	.49	5918	4709	125.67	.49	.43
G.M.C.	33316	7.53	87968	74569	117.97	7.30	6.83
Hino	161	.04	429	335	128.06	.04	.03
Isuzu	6409	1.45	18544	24010	77.23	1.54	2.20
Iveco	156	.04	410	502	81.67	.03	.05
Jeep	20898	4.72	56683	44323	127.89	4.70	4.06
Kenworth	1451	.33	3525	2897	121.68	.29	.27
Mack/Midliner	1757	.40	4787	4730	99.94	.40	.44
Mercedes Benz	249	.06	674	1122	60.07	.06	.10
Navistar	6295	1.42	18731	14963	125.18	1.55	1.37
Nissan	13577	3.07	41657	55225	75.43	3.46	5.06
Peterbilt	1371	.31	3639	2049	177.60	.30	.19
Plymouth	16039	3.62	42309	22938	184.45	3.51	2.10
Scania	17	-	42	35	120.00	-	-
Volvo	152	.03	412	506	81.42	.03	.05
Western Star	141	.03	400	280	142.86	.03	.03
White	230	.05	1139	1814	62.79	.09	.17
WHITEGMC	830	.19	1302	-	-	.11	-
Other Imports	43090	9.73	123124	141002	87.32	10.21	12.92
Miscellaneous Domestic	897	.20	2151	851	252.76	.18	.08
U. S. Total	442674		1205482	1091222	110.47		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	182
Chevrolet	175819	112167	5539	427	75	2246	1899	87
Dodge	109523	28433	-	-	-	-	-	-
Ford	187718	152570	-	2096	-	2031	8108	2712
Freightliner	-	-	-	-	-	-	-	5918
G.M.C.	41386	35626	590	211	1111	3533	4762	749
Hino	-	-	-	-	116	125	188	-
Isuzu	17326	-	1015	28	108	12	55	-
Iveco	-	-	209	106	63	32	-	-
Jeep	52849	3834	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	103	3422
Mack/Midliner	-	-	-	-	-	370	596	3821
Mercedes Benz	-	-	-	-	-	226	448	-
Navistar	-	-	-	40	97	5543	5956	7095
Nissan	41384	-	-	-	159	54	60	-
Peterbilt	-	-	-	-	-	-	76	3563
Plymouth	42309	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	42
Volvo	-	-	-	-	-	-	331	81
Western Star	-	-	-	-	-	-	-	400
White	-	-	-	-	-	-	-	1139
WHITEGMC	-	-	-	-	-	-	12	1290
Other Imports	121925	678	299	-	37	125	60	-
Miscellaneous Domestic	-	363	-	1185	216	-	23	364
Total	790245	333671	7652	4093	1982	14297	22677	30865
1987 Total	753969	269238	7592	295	1671	9640	21609	27208
1988 vs '87	104.81	123.93	100.79	-	118.61	148.31	104.94	113.44

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC BADGERS IMPORTS				
Chevrolet Sprint	13223	.53	11062	.48
Chevrolet Spectrum	17456	.70	20176	.88
Chrysler Conquest	2236	.09	2579	.11
Dodge Colt/SW	10670	.43	10027	.44
Dodge Colt Vista SW	2547	.10	4347	.19
Eagle Medallion	6319	.25	556	.02
Ford Festiva	16118	.64	-	-
Plymouth Colt/SW	9624	.38	9097	.40
Plymouth Colt Vista SW	2367	.09	3811	.17
Pontiac LeMans	11981	.48	-	-
Merkur XR4	1322	.05	1451	.06
Scorpio	880	.04	-	-
Tracer	13432	.54	222	.01
Others	-	-	392	.02
Total Domestic Sponsored Imports	108175	4.32	63720	2.77
OTHER IMPORTS				
Acura	27596	1.10	21430	.93
BMW	17287	.69	19097	.83
Honda	152704	6.10	141874	6.17
Hyundai	66529	2.66	58381	2.54
Mazda	60663	2.42	40260	1.75
Mercedes Benz	18982	.76	24987	1.09
Mitsubishi	13268	.53	11889	.52
Nissan	104926	4.19	113336	4.93
Saab	9768	.39	9719	.42
Subaru	38203	1.53	35622	1.55
Toyota	154667	6.18	129372	5.62
Volkswagen	43181	1.72	32567	1.42
Volvo	20291	.81	23262	1.01
Yugo	8423	.34	12885	.56
Others	27461	1.10	30539	1.33
Total Other Imports	764149	30.52	705320	30.66
GRAND TOTAL ALL IMPORT CARS	872324	34.84	769040	33.43

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	14384	1.19	17173	1.57
Dodge RAIDER	2466	.20	3525	.32
OTHER IMPORTS				
Isuzu	17326	1.44	22830	2.09
Mazda	24096	2.00	30827	2.82
Mitsubishi	13539	1.12	12260	1.12
Nissan	41384	3.43	54736	5.02
Subaru	20	-	782	.07
Suzuki	16428	1.36	18234	1.67
Toyota	65723	5.45	76720	7.03
Volkswagen	1917	.16	2029	.19
Others	880	.07	9	-
Total Other Import Trucks	181313	15.04	218427	20.02
GRAND TOTAL ALL IMPORT TRUCKS	198163	16.44	239125	21.91

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

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APRIL
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	24173	27049	89.37	2.84	3.02
(Laser)	-	751	-	-	.08
(Le Baron/GTS)	12822	13508	94.92	1.50	1.51
(NY/S AY/Newport)	10541	11538	91.36	1.24	1.29
DODGE	42343	38409	110.24	4.97	4.30
(Daytona)	6732	2361	285.13	.79	.26
(Omni/Shadow)	11578	11437	101.23	1.35	1.29
(Aries)	9133	9000	101.48	1.07	1.01
(Lancer)	905	2595	34.87	.11	.29
(600)	1526	3176	48.05	.18	.35
(Diplomat/Dynsty)	7650	917	834.24	.90	.10
PLYMOUTH	26883	33918	79.26	3.15	3.79
(Horizn/Sundance)	10340	12205	84.72	1.20	1.36
(Reliant)	9764	10078	96.88	1.15	1.13
(Caravelle)	1416	3305	42.84	.17	.37
(Gran Fury)	1180	564	209.22	.14	.06
EAGLE	4406	3960	111.26	.52	.44
(Allnc/Eagl/Prem)	3609	2891	124.84	.43	.32
CHRYSLER CORP	97805	103336	94.65	11.48	11.55
FORD	128558	130576	98.45	15.09	14.59
(Escort)	28708	34817	82.45	3.37	3.89
(Probe)	2340	-	-	.27	-
(Mustang)	18110	16947	106.86	2.13	1.89
(Tempo)	22677	23822	95.19	2.66	2.66
(Taurus)	30107	32421	92.86	3.53	3.62
(Crown Victoria)	10453	12424	84.14	1.23	1.39
(T'Bird)	10732	10067	106.61	1.26	1.13
LINCOLN	15956	14998	106.40	1.87	1.68
MERCURY	40597	41847	97.01	4.77	4.67
(Topaz)	6536	6858	95.30	.77	.77
(Sable)	9522	8824	107.91	1.12	.99
(Grand Marquis)	9927	10575	93.87	1.16	1.17
(Cougar)	10094	9689	104.18	1.19	1.08
LINC/MERC DIV	57273	57434	99.72	6.72	6.42
FORD MOTOR CO	185831	188010	98.84	21.81	21.01
BUICK	45653	49528	92.18	5.36	5.54
(Skyhawk)	2722	3503	77.70	.32	.39
(Somerset/Skylrk)	4171	7164	58.22	.49	.80
(Century)	9109	14450	63.04	1.07	1.63
(Regal)	9968	4936	201.94	1.16	.55
(Riviera)	918	1556	59.00	.11	.17
(Reatta)	216	-	-	.03	-
CADILLAC	21170	20386	103.85	2.48	2.28
(Allante)	259	207	125.12	.03	.02
(Cimarron)	576	1232	46.75	.07	.14
(Eldorado)	2537	1554	163.26	.29	.17
(Seville)	1382	1582	87.36	.16	.18
CHEVROLET	129434	135864	95.27	15.18	15.18
(Celebrity)	21728	31852	68.22	2.55	3.55
(Corsica)	18754	5336	351.46	2.20	.60
(Beretta)	15856	6300	251.68	1.86	.70
(Cavalier)	24447	28429	85.99	2.86	3.18
(Camaro)	9360	12957	72.24	1.10	1.45
(Corvette)	2162	2475	87.35	.25	.28
(Monte Carlo)	3736	5767	64.78	.44	.64
OLDSMOBILE	58406	70408	82.95	6.85	7.87
(Firenza)	876	1455	60.21	.10	.16
(Calais)	8471	9853	85.97	.99	1.10
(Cutlass Ciera)	18642	24530	76.00	2.19	2.75
(Cutlass)	8234	10910	75.47	.97	1.22
(Toronado)	1387	1533	90.48	.16	.17
PONTIAC	66189	65853	100.51	7.77	7.36
(1000)	13	812	1.60	-	.09
(Sunbird)	6612	8753	75.54	.78	.98
(Grand Am)	20043	20151	99.46	2.36	2.25
(6000)	8161	11517	70.86	.96	1.29
(Bonneville)	8719	9042	96.43	1.02	1.01
(Firebird)	5730	7797	73.49	.67	.87
(Fiero)	2147	5059	42.44	.25	.57
(Grand Prix)	7946	1729	459.57	.93	.19
GEN MTRS CORP	320852	342039	93.81	37.64	38.23
Misc Domestic	7	3	233.33	-	-
Other Import	247739	261368	94.79	29.07	29.21
U.S TOTAL	852234	894756	95.25		

UNITED STATES SUMMARY
APRIL 1988 ISSUED 06/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR (NO)
	1988	1987		1988	1987	1987
CHRYSLER	109665	82838	132.38	3.27	2.59	296362
(Laser)	-	3075	-	-	.10	4792
(Le Baron/GTS)	53985	41899	128.85	1.61	1.30	164640
(NY/S AY/Newport)	52634	34033	154.66	1.57	1.07	115735
DODGE	157106	142986	109.80	4.68	4.48	407174
(Daytona)	22951	6486	353.85	.68	.20	37071
(Omni/Shadow)	39705	43153	92.01	1.18	1.36	116654
(Aries)	38898	36166	107.55	1.16	1.13	101062
(Lancer)	4273	9533	44.82	.13	.30	22793
(600)	7663	12703	60.32	.23	.40	36660
(Diplomat/Dynsty)	24853	3896	637.91	.74	.12	15206
PLYMOUTH	113401	130893	86.64	3.38	4.10	343981
(Horizn/Sundance)	38412	48522	79.16	1.14	1.53	123956
(Reliant)	46281	40022	115.64	1.38	1.25	106069
(Caravelle)	8324	12607	66.03	.25	.39	35669
(Gran Fury)	3555	2212	154.20	.11	.07	1725
EAGLE	19080	12558	151.94	.57	.39	44625
(Allnc/Eagl/Prem)	11964	10773	111.06	.36	.33	30921
CHRYSLER CORP	399252	369275	108.12	11.90	11.56	1052143
FORD	501351	454609	110.28	14.94	14.23	1417270
(Escort)	116860	117313	99.61	3.48	3.67	332758
(Probe)	2997	-	-	.09	-	-
(Mustang)	60100	61113	98.34	1.79	1.91	170566
(Tempo)	86500	84525	102.34	2.58	2.65	222963
(Taurus)	131624	114488	114.97	3.92	3.58	356457
(Crown Victoria)	38533	39494	97.57	1.15	1.24	118312
(T'Bird)	43188	37307	115.76	1.29	1.17	131544
LINCOLN	57953	50900	113.86	1.73	1.59	166599
MERCURY	156021	139235	112.06	4.64	4.36	463432
(Topaz)	24446	23199	105.38	.73	.73	63126
(Sable)	36916	30317	128.36	1.10	.95	102767
(Grand Marquis)	36288	36784	98.62	1.08	1.15	117885
(Cougar)	36693	30625	119.81	1.09	.96	109922
LINC/MERC DIV	216894	192175	112.86	6.46	6.01	543473
FORD MOTOR CO	718245	646784	111.05	21.40	20.24	2060743
BUICK	189868	177740	106.82	5.66	5.56	556122
(Skyhawk)	10797	12051	89.59	.32	.38	39454
(Somerset/Skylrk)	18234	23712	76.90	.54	.74	67880
(Century)	37154	51328	72.39	1.11	1.60	151884
(Regal)	38717	16008	241.86	1.16	.50	58672
(Riviera)	3714	8236	45.09	.11	.26	16472
(Peatta)	438	-	-	.01	-	10
CADILLAC	79645	79595	100.06	2.37	2.49	258146
(Allante)	1021	322	317.08	.03	.01	2064
(Cimarron)	2200	4239	51.90	.07	.13	12609
(Eldorado)	8602	5811	148.03	.25	.18	20282
(Seville)	6694	6127	82.37	.20	.26	20656
CHEVROLET	494693	483270	102.37	14.70	15.13	1493413
(Celebrity)	89188	119893	74.39	2.66	3.77	313491
(Corsica)	65771	12857	511.56	1.96	.40	100084
(Beretta)	59658	14633	407.69	1.78	.46	108387
(Cavalier)	97019	119148	81.43	2.87	3.73	298778
(Camaro)	29704	41991	70.74	.89	1.31	116656
(Corvette)	7692	7820	98.36	.23	.24	24654
(Monte Carlo)	15005	19301	77.74	.45	.60	63784
OLDSMOBILE	220418	243698	90.45	6.57	7.63	715961
(Firenza)	4835	5148	93.92	.14	.16	17252
(Calais)	31209	33120	94.23	.93	1.04	100706
(Cutlass Ciera)	71908	85504	84.10	2.15	2.68	246275
(Cutlass)	27026	38228	70.70	.81	1.20	95190
(Toronado)	4805	4942	97.23	.14	.15	16111
PONTIAC	242271	228228	106.15	7.22	7.14	696842
(1000)	166	3740	4.44	-	.12	5697
(Sunbird)	24904	29482	84.47	.74	.92	80120
(Grand AM)	75275	72336	104.06	2.25	2.25	213778
(6000)	31242	43304	72.15	.93	1.36	124111
(Bonneville)	39992	29081	137.52	1.19	.91	99722
(Firebird)	19214	24157	79.54	.57	.76	73641
(Fiero)	9008	16205	55.59	.27	.51	42466
(Grand Prix)	21730	6572	330.65	.65	.21	14305
GEN MTRS CORP	1226897	1212481	101.19	36.55	37.95	3720484
Misc. Domestic	34	5	680.00	-	-	80
Other Import	1011888	966668	104.68	30.15	30.25	3248704
U.S TOTAL	3356316	3195233	105.04			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	36	.01	218	415	52.53	.01	.03
Chevrolet	107748	24.94	406005	350309	115.90	24.75	22.96
Dodge	50345	11.65	188307	175810	107.11	11.50	11.53
Ford	127524	29.52	482759	444690	108.56	29.49	29.13
Freightliner	1838	.43	7756	6918	112.11	.47	.45
G.M.C.	30906	7.15	118872	104814	113.41	7.26	6.87
Hino	189	.04	618	460	134.35	.04	.03
Isuzu	5782	1.34	24326	33159	73.36	1.49	2.17
Iveco	187	.04	597	650	91.85	.04	.04
Jeep	19624	4.54	76307	60950	125.20	4.66	4.00
Kenworth	1301	.30	4826	4212	114.58	.29	.28
Mack/Midliner	2095	.48	6882	7137	96.43	.42	.47
Mercedes Benz	235	.05	909	1466	62.01	.06	.10
Navistar	7546	1.75	26277	20696	126.97	1.60	1.36
Nissan	12884	2.98	54541	75765	71.99	3.33	4.97
Peterbilt	1366	.32	5005	3154	158.69	.31	.21
Plymouth	16455	3.81	58764	34206	171.79	3.59	2.24
Scania	14	-	56	41	136.59	-	-
Volvo	138	.03	550	743	74.02	.03	.05
Western Star	121	.03	521	404	128.96	.03	.03
White	124	.03	1263	2586	48.84	.08	.17
WHITEGMC	867	.20	2169	-	-	.13	-
Other Imports	43915	10.16	167039	195654	85.37	10.20	12.83
Miscellaneous Domestic	854	.20	3005	1191	252.31	.18	.08
U. S. Total	432094		1637572	1525430	107.35		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	218
Chevrolet	237058	154804	8079	555	105	2773	2512	119
Dodge	149707	38600	-	-	-	-	-	-
Ford	252615	209387	-	3451	-	2655	10848	3803
Freightliner	-	-	-	-	-	-	-	7756
G.M.C.	55685	48945	834	287	1427	4481	6307	906
Hino	-	-	-	-	182	167	269	-
Isuzu	22648	-	1377	60	141	19	81	-
Iveco	-	-	283	166	94	54	-	-
Jeep	71612	4695	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	149	4677
Mack/Midliner	-	-	-	-	-	496	794	5592
Mercedes Benz	-	-	-	-	-	309	600	-
Navistar	-	-	-	52	116	8090	7805	10214
Nissan	54136	-	-	-	232	79	94	-
Peterbilt	-	-	-	-	-	-	108	4897
Plymouth	58764	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	56
Volvo	-	-	-	-	-	-	436	114
Western Star	-	-	-	-	-	-	-	521
White	-	-	-	-	-	-	-	1263
WHITEGMC	-	-	-	-	-	-	20	2149
Other Imports	165395	907	406	-	84	167	80	-
Miscellaneous Domestic	-	501	-	163	311	-	31	531
Total	1067620	457839	12979	6202	2692	19290	30134	42816
1987 Total	1049809	379555	11040	378	2309	12891	29919	39529
1988 vs '87	101.70	120.63	99.45	-	116.59	149.64	100.72	108.32

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	16632	.50	15283	.48
Chevrolet Spectrum	23007	.69	26696	.84
Chrysler Conquest	3046	.09	3831	.12
Dodge Colt/SW	14560	.43	13750	.43
Dodge Colt Vista SW	3304	.10	5797	.18
Eagle Medallion	7116	.21	1589	.05
Ford Festiva	21549	.64	27	-
Plymouth Colt/SW	12941	.39	12369	.39
Plymouth Colt Vista SW	3053	.09	5141	.16
Pontiac LeMans	18229	.54	-	-
Merkur XR4	1695	.05	2040	.06
Scorpio	1225	.04	-	-
Tracer	17628	.53	1393	.04
Others	-	-	483	.02
Total Domestic Sponsored Imports	143985	4.29	88399	2.77
OTHER IMPORTS				
Acura	36880	1.10	30138	.94
BMW	23388	.70	26394	.83
Honda	202901	6.05	193009	6.04
Hyundai	88941	2.65	77887	2.44
Mazda	81695	2.43	56808	1.78
Mercedes Benz	26198	.78	32360	1.01
Mitsubishi	17343	.52	17008	.53
Nissan	143823	4.29	161414	5.05
Saab	13010	.39	13305	.42
Subaru	50119	1.49	47409	1.48
Toyota	194615	5.80	170250	5.33
Volkswagen	57619	1.72	48193	1.51
Volvo	27792	.83	32347	1.01
Yugo	11143	.33	17332	.54
Others	36415	1.08	42834	1.34
Total Other Imports	1011888	30.15	966688	30.25
GRAND TOTAL ALL IMPORT CARS	1155873	34.44	1055087	33.02

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	19869	1.21	23987	1.57
Dodge RAIDER	2882	.18	5078	.33
OTHER IMPORTS				
Isuzu	22648	1.38	31549	2.07
Mazda	32805	2.00	41517	2.72
Mitsubishi	18125	1.11	16904	1.11
Nissan	54136	3.31	75160	4.93
Subaru	24	-	990	.06
Suzuki	22665	1.38	25955	1.70
Toyota	89136	5.44	107142	7.02
Volkswagen	2427	.15	2802	.18
Others	1120	.07	104	.01
Total Other Import Trucks	243086	14.84	302123	19.81
GRAND TOTAL ALL IMPORT TRUCKS	265857	16.23	331188	21.71

UNITED STATES SUMMARY

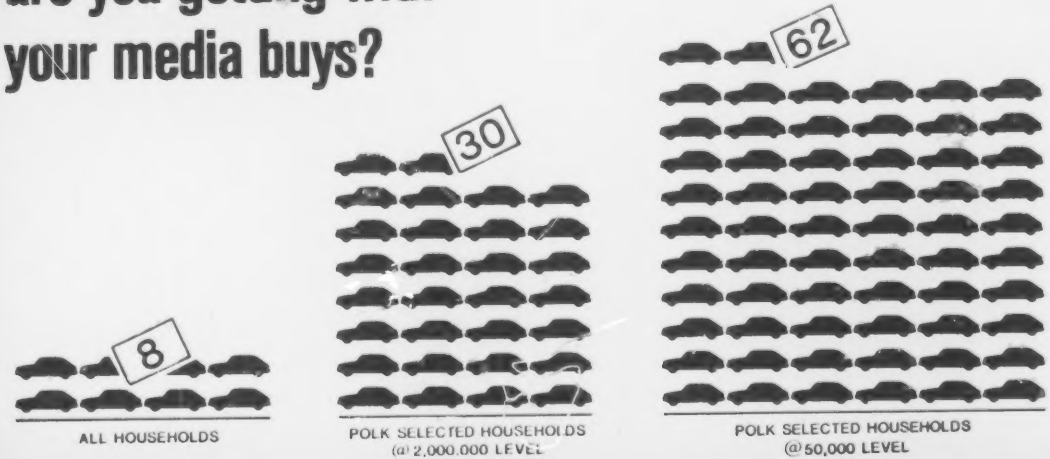
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4575192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

How many new car buyers per 100 households are you getting with your media buys?



R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

6

8/9/88 C7715-3 A

MAY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	23936	22809	104.94	2.74	2.75
(Laser)	-	341	-	-	.04
(Le Baron/GTS)	12721	12536	101.48	1.46	1.51
(NY/5 AV/Newport)	10338	8952	115.48	1.18	1.08
DODGE	42994	31304	137.34	4.92	3.78
(Daytona)	7152	2821	253.53	.82	.34
(Omni/Shadow)	12101	11119	108.83	1.38	1.36
(Aries)	8255	6836	120.76	.94	.82
(Lancer)	887	1497	59.41	.10	.18
(600)	1293	2591	49.90	.15	.31
(Diplomat/Dynsty)	8528	857	995.10	.98	.10
PLYMOUTH	28838	29177	98.84	3.30	3.51
(Horizn/Sundance)	11797	12464	94.65	1.35	1.50
(Reliant)	10396	7904	131.53	1.19	.95
(Caravelle)	1290	2821	45.73	.15	.34
(Gran Fury)	1130	864	130.79	.13	.10
EAGLE	4481	3939	113.76	.51	.47
(Allnc/Eagl/Prem)	3930	2699	145.61	.45	.32
CHRYSLER CORP.	100249	87229	114.93	11.47	10.51
FORD	131979	121574	108.56	15.10	14.64
(Escort)	28350	32465	87.32	3.24	3.90
(Probe)	3908	-	-	.45	-
(Mustang)	17004	13517	125.80	1.95	1.63
(Tempo)	23508	21923	107.23	2.69	2.64
(Taurus)	32899	30308	108.55	3.76	3.65
(Crown Victoria)	9718	13089	74.25	1.11	1.58
(T'Bird)	11494	9799	117.30	1.32	1.18
LINCOLN	16210	13945	116.24	1.86	1.68
MERCURY	42831	39261	109.09	4.90	4.73
(Topaz)	6618	6201	106.72	.76	.75
(Sable)	11064	7715	143.41	1.27	.93
(Grand Marquis)	10341	10410	99.34	1.18	1.25
(Cougar)	10250	9283	110.42	1.17	1.12
LINC/MERC. DIV.	60009	53707	111.73	6.87	6.47
FORD MOTOR CO.	191988	175283	109.53	21.97	21.11
BUICK	43900	43805	100.22	5.02	5.28
(Skyhawk)	2461	3480	70.72	.28	.42
(Somerset/Skylrk)	4755	5925	80.25	.54	.71
(Century)	9254	12711	73.59	1.07	1.54
(Regal)	9725	4048	240.24	1.12	.49
(Riviera)	702	1367	51.35	.08	.16
(Reatta)	344	-	-	.04	-
CADILLAC	22750	21408	106.27	2.60	2.58
(Allante)	353	187	188.77	.04	.02
(Cimarron)	590	1243	47.47	.07	.15
(Eldorado)	2602	1641	158.56	.29	.21
(Seville)	1717	1617	106.18	.20	.19
CHEVROLET	132886	131791	100.83	15.22	15.86
(Celebrity)	21556	30933	69.69	2.47	3.72
(Corsica)	19823	7802	254.08	2.27	.94
(Beretta)	16341	8847	184.71	1.87	1.07
(Cavalier)	25864	23608	109.56	2.97	2.84
(Camaro)	9248	11220	82.42	1.06	1.35
(Corvette)	2215	2282	97.06	.25	.27
(Monte Carlo)	3357	5644	59.51	.38	.68
OLDSMOBILE	59727	60254	99.12	6.84	7.26
(Firenza)	909	1366	66.54	.10	.16
(Calais)	8761	8623	101.60	1.00	1.04
(Cutless Ciera)	18764	20128	93.22	2.16	2.43
(Cutless)	8537	8330	102.48	.98	1.00
(Toronado)	1503	1418	105.99	.17	.17
PONTIAC	68185	59506	114.59	7.80	7.17
(1000)	6	507	1.18	-	.06
(Sunbird)	7357	7408	99.31	.84	.89
(Grand Am)	19894	18762	106.03	2.27	2.27
(6000)	8978	10545	85.14	1.03	1.27
(Bonneville)	9153	7919	115.58	1.05	.95
(Firebird)	5730	7943	72.14	.66	.96
(Fiero)	2188	4386	49.89	.25	.53
(Grand Prix)	8032	1282	626.52	.92	.15
GEN. MTRS. CORP.	327448	316767	103.37	37.48	38.15
Misc. Domestic	6	1	600.00	-	-
Other Import	254148	250941	101.28	29.08	30.23
U.S. TOTAL	873839	830221	105.25		

UNITED STATES SUMMARY
MAY 1988 ISSUED 07/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END
	1988	1987		1988	1987	1987
CHRYSLER	133601	105647	126.46	3.16	2.62	296362
(Laser)	-	3416	-	-	.08	4792
(Le Baron/GTS)	66706	54435	122.54	1.58	1.35	164640
(NY/S AV/Newport)	62972	42985	146.50	1.49	1.07	115735
DODGE	200100	174290	114.81	4.73	4.33	407174
(Daytona)	30103	9307	323.44	.71	.23	37071
(Omni/Shadow)	51806	54272	95.46	1.23	1.35	116654
(Aries)	47153	43002	109.65	1.11	1.07	101062
(Lancer)	5160	11026	46.80	.12	.27	22793
(600)	8956	15294	58.56	.21	.38	36660
(Diplomat/Dynsty)	33381	4753	702.31	.79	.12	15206
PLYMOUTH	142239	160070	88.86	3.36	3.98	343981
(Horizn/Sundance)	50209	60986	82.33	1.19	1.52	123956
(Reliant)	56677	47926	118.26	1.33	1.19	103069
(Caravelle)	9614	15428	62.32	.23	.38	35869
(Gran Fury)	4695	3176	147.83	.11	.08	7703
EAGLE	23561	16497	142.82	.56	.41	44626
(Allnc/Eagl/Prem)	15894	13472	117.98	.38	.33	30921
CHRYSLER CORP.	499501	456504	109.42	11.81	11.34	1092143
FORD	633330	576183	109.92	14.97	14.31	1417270
(Escort)	145210	149778	96.95	3.43	3.72	392758
(Probe)	6905	-	-	.16	-	-
(Mustang)	77104	74630	103.32	1.82	1.85	170566
(Tempo)	110008	106448	103.34	2.60	2.64	222963
(Taurus)	164523	144796	113.62	3.90	3.60	356457
(Crown Victoria)	48251	52583	91.76	1.14	1.31	118312
(T'Bird)	54682	47106	116.08	1.29	1.17	131544
LINCOLN	74163	64845	114.37	1.75	1.61	166599
MERCURY	198852	178496	111.40	4.71	4.44	463432
(Topaz)	31064	29400	105.66	.73	.73	63126
(Sable)	49980	38032	131.42	1.20	.94	102767
(Grand Marquis)	46629	47204	98.78	1.10	1.18	117885
(Cougar)	46943	39908	117.63	1.11	.99	109922
LINC/MERC. DIV.	276903	245884	112.62	6.55	6.11	643473
FORD MOTOR CO.	910233	822067	110.72	21.52	20.42	2060743
BUICK	233768	221543	105.52	5.53	5.50	556122
(Skyhawk)	13258	15531	85.36	.31	.39	39454
(Somerset/Skylrk)	22989	29637	77.57	.54	.74	67880
(Century)	46508	64039	72.62	1.10	1.58	151884
(Regal)	48442	20056	241.53	1.16	.50	58672
(Riviera)	4416	9603	45.99	.10	.24	16472
(Reatta)	782	-	-	.02	-	10
CADILLAC	102395	101003	101.38	2.42	2.51	258146
(Allante)	1374	509	269.94	.03	.01	2064
(Cimarron)	2790	5482	50.89	.07	.14	12609
(Eldorado)	11204	7452	150.35	.26	.19	20282
(Seville)	8411	9744	86.32	.20	.24	20656
CHEVROLET	627579	615011	102.04	14.83	15.28	1493413
(Celebrity)	110744	150826	73.43	2.62	3.75	313491
(Corsica)	85594	20659	414.32	2.02	.51	100084
(Beretta)	75999	23480	323.68	1.80	.58	108387
(Cavalier)	122883	142756	86.08	2.91	3.55	298778
(Camaro)	38952	53211	73.20	.92	1.32	116656
(Corvette)	9907	10102	98.07	.23	.25	24654
(Monte Carlo)	18362	24942	73.62	.43	.62	63784
OLDSMOBILE	280145	303957	92.17	6.62	7.55	715961
(Firenza)	5744	6514	88.18	.14	.16	17252
(Calais)	39970	41743	95.75	.94	1.04	100706
(Cutlass Ciera)	90672	105632	85.84	2.14	2.62	246275
(Cutlass)	35563	46558	76.38	.84	1.16	95190
(Toronado)	6308	6360	99.18	.15	.16	16111
PONTIAC	310458	287734	107.90	7.34	7.15	696842
(1000)	172	4247	4.05	-	.11	5897
(Sunbird)	32261	36890	87.45	.76	.92	80120
(Grand AM)	95169	91098	104.47	2.27	2.25	213778
(6000)	40220	53849	74.69	.95	1.34	124111
(Bonneville)	49145	37000	132.82	1.16	.92	99722
(Firebird)	24944	32100	77.71	.59	.80	73641
(Fiero)	11196	20591	54.37	.26	.51	42466
(Grand Prix)	29762	7854	378.94	.70	.20	14305
GEN. MTRS CORP.	1554345	1529248	101.64	36.74	37.99	3720484
Misc. Domestic	40	6	666.67	-	-	90
Other Import	1266036	1217629	103.98	29.93	30.25	3248704
U.S. TOTAL	4230155	4025454	105.09			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	22	.01	240	598	40.13	.01	.03
Chevrolet	106814	24.73	512819	442194	115.97	24.78	22.93
Dodge	51957	12.03	240264	222974	107.75	11.61	11.56
Ford	128229	29.68	610988	563922	108.35	29.51	29.26
Freightliner	1923	.45	9679	8555	113.14	.47	.44
G.M.C.	30982	7.17	149854	131863	113.64	7.24	6.84
Hino	151	.03	769	590	130.34	.04	.03
Isuzu	6300	1.46	30626	40522	75.58	1.48	2.10
Iveco	180	.04	777	851	91.30	.04	.04
Jeep	19345	4.48	95652	76505	125.03	4.62	3.97
Kenworth	1424	.33	6250	5465	114.36	.30	.28
Mack/Midliner	2350	.54	9232	9327	98.98	.45	.48
Mercedes Benz	294	.07	1203	1797	66.94	.06	.09
Navistar	6438	1.49	32715	25773	126.94	1.58	1.34
Nissan	13764	3.19	68305	92616	73.75	3.30	4.80
Peterbilt	1341	.31	6346	4125	153.84	.31	.21
Plymouth	17634	4.08	76398	46273	165.10	3.69	2.40
Scania	18	-	74	50	148.00	-	-
Volvo	111	.03	661	950	69.58	.03	.05
Western Star	105	.02	626	556	112.59	.03	.03
White	99	.02	1362	3309	41.16	.07	.17
WHITEGMC	910	.21	3079	-	-	.15	-
Other Imports	40763	9.44	207802	248295	83.69	10.04	12.87
Miscellaneous Domestic	842	.19	3847	1629	236.16	.19	.08
U. S. Total	431996		2069568	1928739	107.30		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 25-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	240
Chevrolet	298807	195974	10594	695	125	3270	3213	151
Dodge	191387	48877	-	-	-	-	-	-
Ford	318003	266305	-	4950	-	3222	13461	5047
Freightliner	-	-	-	-	-	-	-	9679
G.M.C.	70671	61930	1061	334	1909	5195	7712	1042
Hino	-	-	-	-	216	199	354	-
Isuzu	28456	-	1747	99	177	32	115	-
Iveco	-	-	373	217	112	75	-	-
Jeep	90066	5586	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	183	5067
Mack/Midliner	-	-	-	-	-	586	1031	7515
Mercedes Benz	-	-	-	-	-	415	788	-
Navistar	-	-	-	60	144	10022	9651	12838
Nissan	67788	-	-	-	291	100	126	-
Peterbilt	-	-	-	-	-	-	137	6209
Plymouth	76398	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	74
Volvo	-	-	-	-	-	-	530	131
Western Star	-	-	-	-	-	-	-	626
White	-	-	-	-	-	-	-	1362
WHITEGMC	-	-	-	-	-	-	20	3059
Other Imports	205736	1108	506	-	126	217	109	-
Miscellaneous Domestic	-	635	-	2077	413	-	38	684
Total	1347312	580415	14271	8432	3513	23333	37468	54824
1987 Total	1326117	480986	14476	525	3012	15792	37209	50622
1988 vs '87	101.60	120.67	98.58	-	116.63	147.75	100.70	108.30

REGISTRATIONS FOR THE STATE OF MAINE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	20132	.48	19293	.48
Chevrolet Spectrum	28829	.68	32137	.80
Chrysler Conquest	3923	.09	4811	.12
Dodge Colt/SW	18424	.44	16759	.42
Dodge Colt Vista SW	4055	.10	6834	.17
Eagle Medallion	7667	.18	2816	.07
Ford Festiva	26647	.63	453	.01
Plymouth Colt/SW	16368	.39	15169	.38
Plymouth Colt Vista SW	3718	.09	6128	.15
Pontiac LeMans	24471	.58	-	-
Merkur XR4	2097	.05	2507	.06
Scorpio	1791	.04	36	-
Tracer	21955	.52	3141	.08
Others	-	-	534	.01
Total Domestic Sponsored Imports	180077	4.26	110618	2.75
OTHER IMPORTS				
Acura	46306	1.09	38254	.95
BMW	29032	.69	33304	.83
Honda	253775	6.00	239709	5.95
Hyundai	112088	2.65	96518	2.40
Mazda	101486	2.40	71584	1.78
Mercedes Benz	34066	.81	39465	.98
Mitsubishi	21657	.51	22122	.55
Nissan	183598	4.34	201261	5.00
Saab	16105	.38	16819	.42
Subaru	61465	1.45	60229	1.50
Toyota	239746	5.67	214184	5.32
Volkswagen	72298	1.71	65364	1.62
Volvo	35078	.83	40769	1.01
Yugo	13637	.32	21225	.53
Others	45699	1.08	56822	1.41
Total Other Imports	1266036	29.93	1217629	30.25
GRAND TOTAL ALL IMPORT CARS	1446113	34.19	1328247	33.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	25238	1.22	29391	1.52
Dodge RAIDER	3348	.16	6743	.35
OTHER IMPORTS				
Isuzu	28456	1.37	38518	2.00
Mazda	41058	1.98	51621	2.68
Mitsubishi	22528	1.09	21476	1.11
Nissan	67788	3.28	91903	4.76
Subaru	26	-	1124	.06
Suzuki	28837	1.39	32581	1.69
Toyota	110206	5.33	137363	7.12
Volkswagen	2856	.14	3541	.18
Others	1333	.06	239	.01
Total Other Import Trucks	303088	14.64	378366	19.62
GRAND TOTAL ALL IMPORT TRUCKS	331674	16.03	414500	21.49

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8786927	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

NEW TRUCK BUYERS RATE MAIL BROCHURES AS MORE HELPFUL THAN AUTOMOTIVE ADVERTISING IN:

Television . . . . . by **68%**
Radio . . . . . by **64%**
Magazines . . . . by **60%**
Newspapers . . . by **63%**

*New Car Buyers, **want, need** and **use** Product Details that **POLK AUTOMOTIVE MAIL** can **best** deliver*

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8/26/88

JUNE
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	24840	27678	89.75	2.53	2.87
(Laser)	-	346	-	-	.04
(Le Baron/GTS)	13005	15326	84.86	1.33	1.58
(NY/5 AY/Newport)	10715	10896	98.34	1.09	1.13
DODGE	47945	39036	122.82	4.89	4.06
(Daytona)	7681	3945	194.70	.78	.41
(Omni/Shadow)	14808	13559	109.21	1.51	1.40
(Aries)	8505	8362	101.71	.87	.87
(Lancer)	954	2002	47.65	.10	.21
(600)	1303	3722	35.01	.13	.39
(Diplomat/Dynsty)	9621	1131	850.66	.98	.12
PLYMOUTH	30278	33114	91.44	3.09	3.44
(Horizn/Sundance)	14250	14298	99.66	1.45	1.49
(Reliant)	8337	8228	102.05	.86	.85
(Caravelle)	1236	4101	30.14	.13	.43
(Gran Fury)	1492	713	209.26	.15	.07
EAGLE	4985	4635	105.58	.51	.49
(Allnc/Eagl/Prem)	4461	3197	139.54	.46	.33
CHRYSLER CORP.	108043	104527	103.36	11.02	10.86
FORD	153851	140739	109.32	15.69	14.62
(Escort)	35490	38944	91.13	3.62	4.04
(Probe)	6527	-	-	.67	-
(Mustang)	16688	17253	96.73	1.70	1.79
(Tempo)	27206	24250	112.19	2.77	2.52
(Taurus)	38344	34246	111.99	3.92	3.56
(Crown Victoria)	12684	12616	100.54	1.29	1.31
(T'Bird)	11023	12136	90.83	1.12	1.26
LINCOLN	17689	16919	104.55	1.80	1.76
MERCURY	47441	46232	102.62	4.84	4.79
(Topaz)	7995	6950	115.04	.82	.72
(Sable)	12411	8752	141.81	1.26	.91
(Grand Marquis)	11533	12309	93.70	1.18	1.27
(Cougar)	10278	11116	92.45	1.05	1.15
LINC/MERC DIV.	66205	64267	103.02	6.75	6.67
FORD MOTOR CO.	220056	205006	107.34	22.44	21.29
BUICK	49844	46667	106.81	5.08	4.85
(Skyhawk)	2182	3618	57.15	.22	.40
(Somerset/Skylrk)	5969	6140	97.21	.61	.64
(Century)	10404	12318	84.46	1.06	1.27
(Regal)	11392	4792	237.73	1.16	.50
(Riviera)	722	1225	58.94	.07	.13
(Reatta)	390	-	-	.04	-
CADILLAC	21925	22929	95.62	2.24	2.38
(Allante)	339	239	141.84	.03	.02
(Cimarron)	611	1240	49.27	.06	.13
(Eldorado)	2692	1807	148.98	.28	.19
(Seville)	1745	1698	102.77	.18	.18
CHEVROLET	149747	148377	100.92	15.26	15.41
(Celebrity)	22064	31057	71.04	2.25	3.22
(Corsica)	22131	12475	177.39	2.26	1.30
(Beretta)	21938	13295	165.01	2.24	1.38
(Cavalier)	30004	23023	130.32	3.04	2.38
(Camaro)	10012	11793	84.90	1.02	1.22
(Corvette)	2424	2579	93.99	.25	.27
(Monte Carlo)	3219	5564	49.04	.33	.68
OLDSMOBILE	66324	66017	100.47	6.76	6.86
(Firenza)	880	1442	61.03	.09	.15
(Calais)	10533	10157	103.70	1.07	1.05
(Cutlass Ciera)	21048	21719	96.91	2.15	2.26
(Cutlass)	9568	8239	116.13	.98	.86
(Toronado)	1610	1864	86.37	.16	.19
PONTIAC	73472	65305	112.51	7.49	6.78
(1000)	8	357	2.24	-	.04
(Sunbird)	8366	7910	105.76	.85	.82
(Grand AM)	22509	21558	104.41	2.29	2.23
(6000)	9009	11058	81.47	.92	1.15
(Bonneville)	10300	8436	122.10	1.05	.88
(Firebird)	5666	8573	66.09	.58	.89
(Fiero)	2452	4441	55.21	.25	.46
(Grand Prix)	8613	1161	759.09	.90	.12
GEN MTRS CORP.	361312	349295	103.44	36.83	36.28
Misc. Domestic	40	4	-	-	-
Other Import	291373	303986	95.85	29.71	31.57
U.S. TOTAL	980824	962818	101.87		

UNITED STATES SUMMARY
JUNE 1988 ISSUED 08/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% INDUSTRY		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	159728	133325	119.80	3.04	2.67	296362
(Laser)	-	3762	-	-	.08	4792
(Le Baron/GTS)	80218	69761	114.99	1.52	1.39	164640
(MV/S RV/Newport)	74428	53881	138.13	1.42	1.08	115735
DODGE	249758	213326	117.08	4.75	4.29	407174
(Daytona)	37837	13252	285.52	.72	.27	37071
(Omni/Shadow)	67132	67871	98.91	1.27	1.37	116654
(Aries)	56130	51364	109.28	1.07	1.03	101062
(Lancer)	6178	13028	47.42	.12	.26	22793
(600)	10316	19016	54.25	.20	.38	36660
(Diplomat/Dynsty)	43159	5884	733.50	.82	.12	15206
PLYMOUTH	173365	193184	89.74	3.30	3.87	343981
(Horizn/Sundance)	64763	75254	86.02	1.23	1.50	123956
(Reliant)	65268	56154	116.23	1.24	1.13	106069
(Caravelle)	10935	19529	55.99	.21	.39	35869
(Gran Fury)	6209	3889	159.66	.12	.08	7703
EAGLE	28668	21196	135.25	.55	.42	44626
(Allnc/Eagl/Prem)	20444	16669	122.65	.39	.33	30921
CHRYSLER CORP.	611519	561031	109.00	11.64	11.25	1092143
FORD	791763	716922	110.44	15.07	14.37	1417270
(Escort)	181701	186722	96.28	3.46	3.78	392758
(Probe)	13438	-	-	.26	-	-
(Mustang)	94401	91883	102.74	1.80	1.84	170586
(Tempo)	137870	130698	105.49	2.62	2.62	222983
(Taurus)	204364	179035	114.15	3.89	3.59	356457
(Crown Victoria)	61103	65199	93.72	1.16	1.31	118312
(T'Bird)	66168	59242	111.69	1.26	1.19	131544
LINCOLN	92414	81764	113.03	1.76	1.64	166599
MERCURY	247140	224728	109.97	4.70	4.51	463432
(Topaz)	39187	36350	107.80	.75	.73	63126
(Sable)	62706	46784	134.03	1.19	.94	102767
(Grand Marquis)	58280	59513	97.93	1.11	1.20	117885
(Cougar)	57383	51024	112.46	1.09	1.02	109922
LINC/MERC DIV.	344551	310151	111.09	6.56	6.22	643473
FORD MOTOR CO.	1136314	1027073	110.64	21.63	20.59	2060743
BUICK	28452	26821	106.08	5.42	5.38	556122
(Skyhawk)	15475	19349	79.98	.29	.39	39454
(Somerset/Skylrk)	23888	35777	81.35	.55	.72	67880
(Century)	57141	76357	74.83	1.09	1.52	151884
(Regal)	60005	24848	241.49	1.15	.50	58672
(Riviera)	5160	10828	47.65	.10	.22	16472
(Reatta)	1172	-	-	.02	-	10
CADILLAC	125162	123932	100.99	2.38	2.48	258146
(Allante)	1723	748	230.35	.03	.01	2064
(Cimarron)	3439	6722	51.16	.07	.13	12609
(Eldorado)	14010	9255	151.31	.27	.19	20282
(Seville)	10229	11442	89.40	.19	.23	20656
CHEVROLET	780202	763388	102.20	14.86	15.30	1493413
(Celebrity)	133301	181883	73.29	2.54	3.66	315491
(Corsica)	107932	33135	325.73	2.05	.66	100084
(Beretta)	98122	36725	267.18	1.87	.74	108387
(Cavalier)	153244	165779	92.44	2.93	3.32	298778
(Camaro)	49622	65004	76.33	.94	1.30	116656
(Corvette)	12550	12681	98.97	.24	.25	24654
(Monte Carlo)	21534	31506	68.37	.41	.63	63784
OLDSMOBILE	347768	369974	94.00	6.62	7.42	715961
(Firenza)	6649	7956	83.57	.13	.16	17252
(Calais)	50567	51900	97.42	.96	1.04	100706
(Cutlass Ciera)	112003	127351	87.95	2.14	2.56	246275
(Cutlass)	45276	54797	82.62	.86	1.10	95190
(Toronado)	7957	8224	96.75	.15	.16	16111
PONTIAC	385239	353033	109.12	7.33	7.08	696842
(1000)	185	4604	4.02	-	.09	5697
(Sunbird)	40690	44800	90.83	.77	.90	80120
(Grand Am)	118076	112656	104.81	2.25	2.26	213778
(6000)	49378	64907	76.07	.94	1.30	124111
(Bonneville)	59578	45435	131.13	1.13	.91	99722
(Firebird)	30780	40673	75.68	.59	.82	73641
(Fiero)	13835	25032	55.27	.26	.50	42466
(Grand Prix)	38656	9015	428.80	.74	.18	14305
GEN. MTRS CORP.	1922892	1878543	102.36	36.61	37.66	3720484
Misc. Domestic	80	10	800.00	-	-	80
Other Import	1582261	1521615	103.99	30.12	30.50	3248704
U.S. TOTAL	5253066	4988272	105.31			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	16	-	256	776	32.99	.01	.03
Chevrolet	124386	25.54	640254	557510	114.84	24.82	23.10
Dodge	56874	11.68	299583	279790	107.07	11.61	11.59
Ford	143241	29.42	760011	707941	107.36	29.45	29.34
Freightliner	2094	.43	11780	10862	108.45	.46	.45
G.M.C.	36162	7.42	187456	162986	115.01	7.27	6.75
Hino	174	.04	1004	740	135.68	.04	.03
Isuzu	7953	1.63	38841	49009	79.25	1.51	2.03
Iveco	207	.04	930	1075	92.09	.04	.04
Jeep	21888	4.49	119000	94579	125.82	4.61	3.92
Kenworth	1618	.33	7879	6670	118.13	.31	.28
Mack/Midliner	2779	.57	12020	11640	103.26	.47	.48
Mercedes Benz	290	.06	1510	2109	71.60	.06	.09
Navistar	5917	1.21	39313	31938	123.09	1.52	1.32
Nissan	14514	2.98	83974	111439	75.35	3.25	4.62
Peterbilt	1605	.33	7955	5246	151.64	.31	.22
Plymouth	22091	4.54	99036	62352	158.83	3.84	2.58
Scania	19	-	93	57	163.16	-	-
Volvo	172	.04	841	1200	70.08	.03	.05
Western Star	131	.03	757	679	111.49	.03	.03
White	142	.03	1609	3949	40.74	.06	.16
WHITEGMC	1433	.29	4566	-	-	.18	-
Other Imports	42292	8.68	256309	309226	82.89	9.93	12.81
Miscellaneous Domestic	1050	.22	4905	2016	243.30	.19	.08
U. S. Total	487048		2579942	2413789	106.89		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	256
Chevrolet	373763	243987	13611	878	147	3687	4004	177
Dodge	239037	60546	-	-	-	-	-	-
Ford	391675	334152	-	6857	-	4113	16823	6391
Freightliner	-	-	-	-	-	-	-	11780
G.M.C.	88840	78320	1371	392	2527	5593	9078	1235
Hino	-	-	-	-	265	249	490	-
Isuzu	35640	-	2365	134	220	344	138	-
Iveco	-	-	479	292	129	90	-	-
Jeep	112238	6762	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	225	7654
Mack/Midliner	-	-	-	-	-	752	1300	9968
Mercedes Benz	-	-	-	-	-	524	986	-
Navistar	-	-	-	74	180	11376	11907	15776
Nissan	83321	-	-	-	357	131	165	-
Peterbilt	-	-	-	-	-	-	162	7793
Plymouth	99036	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	93
Volvo	-	-	-	-	-	-	678	163
Western Star	-	-	-	-	-	-	-	757
White	-	-	-	-	-	-	-	1609
WHITEGMC	-	-	-	-	-	-	-	4566
Other Imports	253787	1332	611	-	173	261	145	-
Miscellaneous Domestic	-	812	-	2644	534	-	42	873
Total	1677337	725911	18437	11271	4532	27120	46143	69091
1987 Total	1664002	600471	18424	656	3865	18872	44451	63048
1988 vs '87	100,80	120,89	100,07	-	119,94	143,70	103,81	109,58

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	24455	.47	23873	.48
Chevrolet Spectrum	37191	.71	38558	.77
Chrysler Conquest	5082	.10	5921	.12
Dodge Colt/SW	22832	.43	20434	.41
Dodge Colt Vista SW	4358	.09	8067	.16
Eagle Medallion	6224	.16	4291	.09
Ford Festiva	32718	.62	17116	.03
Plymouth Colt/SW	20461	.39	18580	.37
Plymouth Colt Vista SW	4645	.09	7385	.15
Pontiac LeMans	10517	.68	1080	.02
Merkur XR4	2555	.05	3075	.06
Scorpio	2442	.05	584	.01
Tracer	27111	.52	6138	.12
Others	-	-	597	.01
Total Domestic Sponsored Imports	222931	4.24	140239	2.81
OTHER IMPORTS				
Acura	58562	1.11	47876	.96
BMW	36229	.69	40931	.82
Honda	315394	6.00	296262	5.94
Hyundai	139745	2.66	119843	2.40
Mazda	121525	2.40	91229	1.83
Mercedes Benz	43001	.82	47654	.96
Mitsubishi	29265	.56	28269	.57
Nissan	229769	4.37	247548	4.97
Saab	19604	.37	21015	.42
Subaru	75642	1.44	75277	1.51
Toyota	301219	5.73	270688	5.43
Volkswagen	8999	1.71	85095	1.71
Volvo	44145	.84	49854	1.00
Yugo	16154	.31	25406	.51
Others	57166	1.09	74368	1.49
Total Other Imports	1582281	30.12	1521615	30.50
GRAND TOTAL ALL IMPORT CARS	1805212	34.37	1661914	33.32

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	30825	1.19	34956	1.45
Dodge RAIDER	3901	.15	8561	.35
OTHER IMPORTS				
Isuzu	35640	1.38	46519	1.93
Mazda	50438	1.95	63467	2.63
Mitsubishi	27681	1.07	26925	1.12
Nissan	83321	3.23	110552	4.58
Subaru	26	-	1227	.05
Suzuki	35334	1.37	39730	1.65
Toyota	136589	5.29	172552	7.15
Volkswagen	3527	.14	4450	.18
Others	1554	.06	425	.02
Total Other Import Trucks	374080	14.50	465847	19.30
GRAND TOTAL ALL IMPORT TRUCKS	408006	15.85	509364	21.10

UNITED STATES SUMMARY

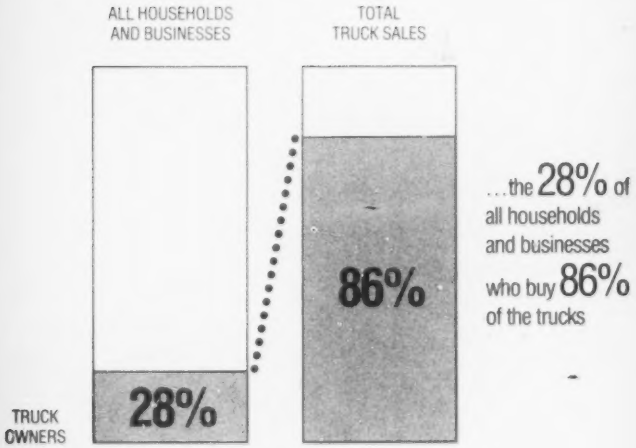
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3953040
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924185	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT Available
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

NEW TRUCK REGISTRATIONS

MAKES	JULY		YEAR TO DATE		% '88 VS '87	% IND	
	1988	% IND	1988	1987		1988	1987
Autocar	11	-	267	909	29.37	.01	.03
Chevrolet	117336	26.53	757585	667173	113.55	25.07	23.26
Dodge	49035	11.09	348605	333526	104.52	11.53	11.63
Ford	127795	28.87	887803	837658	105.99	29.39	29.19
Freightliner	1810	.41	13590	12947	104.97	.45	.45
G.M.C.	33845	7.65	221301	192386	115.03	7.32	6.71
Hino	154	.03	1158	886	130.70	.04	.03
Isuzu	7507	1.70	46348	37117	81.15	1.53	1.99
Iveco	204	.05	1194	1293	92.34	.04	.05
Jeep	20225	4.57	139225	111208	125.19	4.61	3.88
Kenworth	1291	.29	9170	7694	119.18	.30	.27
Mack/Midliner	2118	.48	14138	13696	103.23	.47	.48
Mercedes Benz	248	.06	1758	2400	73.25	.06	.08
Navistar	7552	1.71	45865	37814	123.94	1.55	1.32
Nissan	12882	2.91	96856	130959	73.95	3.20	4.57
Peterbilt	1217	.28	9172	6232	147.18	.30	.22
Plymouth	19225	4.35	118261	78061	151.50	3.91	2.72
Scania	9	-	102	63	161.90	-	-
Volvo	157	.04	998	1400	71.29	.03	.05
Western Star	119	.03	876	785	111.59	.03	.03
White	76	.02	1685	4387	38.41	.06	.15
WHITEGMC	1089	.25	5655	-	-	.19	-
Other Imports	37500	8.48	293809	367368	79.98	9.72	12.81
Miscellaneous Domestic	889	.20	5791	2334	248.20	.19	.08
U. S. Total	442234		3022214	2868306	105.37		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	267
Chevrolet	444306	285993	16034	1073	185	4159	4591	218
Dodge	278891	69714	-	-	-	-	-	-
Ford	458988	388734	-	8554	-	4835	19317	7375
Freightliner	-	-	-	-	-	-	-	13590
G.M.C.	105870	93142	1583	444	2850	6059	10010	1333
Hino	-	-	-	-	321	275	559	-
Isuzu	42647	-	2751	164	258	348	180	-
Iveco	-	-	579	343	167	105	-	-
Jeep	131305	7920	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	265	8905
Mack/Midliner	-	-	-	-	-	879	1513	11746
Mercedes Benz	-	-	-	-	-	506	1152	-
Navistar	-	-	-	92	203	13521	13902	19047
Nissan	96077	-	-	-	429	155	199	-
Peterbilt	-	-	-	-	-	-	180	8992
Plymouth	118261	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	102
Volvo	-	-	-	-	-	-	824	174
Western Star	-	-	-	-	-	-	-	876
White	-	-	-	-	-	-	-	1685
WHITEGMC	-	-	-	-	-	-	-	5655
Other Imports	290898	1496	721	-	229	297	168	-
Miscellaneous Domestic	-	935	-	3129	535	-	42	1051
Total	1967239	848941	21668	13799	5257	31392	52902	81016
1987 Total	1984998	708083	22021	827	4772	22795	51376	73432
1988 vs '87	99.11	119.89	98.39	-	110.15	137.71	102.97	110.33

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS:				
Chevrolet Sprint	28118	.46	28318	.48
Chevrolet Spectrum	44715	.73	45854	.78
Chrysler Conquest	6115	.10	6976	.12
Dodge Colt/SW	26128	.43	24163	.41
Dodge Colt Vista SW	5913	.10	9579	.16
Eagle Medallion	8941	.15	5673	.10
Ford Festiva	38165	.62	3652	.06
Plymouth Colt/SW	23513	.38	22036	.37
Plymouth Colt Vista SW	5444	.09	8710	.15
Pontiac Lemans	34156	.56	5891	.10
Merkur XR4	2965	.05	3681	.06
Scorpio	3127	.05	1419	.02
Tracer	32158	.52	9822	.17
Others			642	.01
Total Domestic Sponsored Imports	259456	4.23	176416	3.00
OTHER IMPORTS				
Acura	68778	1.12	57155	.97
BMW	41846	.68	48675	.83
Honda	369318	6.03	352013	5.98
Hyundai	160806	2.62	147056	2.50
Mazda	147746	2.41	112827	1.92
Mercedes Benz	50247	.82	54936	.93
Mitsubishi	34033	.57	34559	.59
Nissan	268824	4.38	294845	5.01
Saab	23819	.38	25227	.43
Subaru	88227	1.44	89342	1.52
Toyota	353248	5.76	325643	5.53
Volkswagen	103485	1.69	102593	1.74
Volvo	52244	.85	58853	1.00
Yugo	18410	.30	29757	.51
Others	67692	1.10	91838	1.56
Total Other Imports	1849234	30.14	1825329	31.01
GRAND TOTAL ALL IMPORT CARS	2108690	34.37	2001745	34.00

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	35077	1.16	41117	1.43
Dodge RAIDER	4357	.14	10406	.36
OTHER IMPORTS				
Isuzu	42547	1.41	54076	1.89
Mazda	57565	1.90	74684	2.60
Mitsubishi	31478	1.04	32552	1.13
Nissan	96973	3.18	129943	4.53
Subaru	29	-	1304	.05
Suzuki	38723	1.28	46816	1.63
Toyota	158841	5.26	205471	7.16
Volkswagen	3987	.13	5254	.18
Others	1731	.06	667	.02
Total Other Import Trucks	431114	14.26	550767	19.20
GRAND TOTAL ALL IMPORT TRUCKS	470548	15.57	602290	21.00

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
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*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

C7715-3 A
9/27/88

JULY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	22166	25803	85.90	2.51	2.87
(Laser)	-	286	-	-	.03
(Le Baron/GTS)	12239	16185	75.62	1.38	1.80
(NY/5 AV/Newport)	8894	8277	107.45	1.01	.92
DODGE	42584	34133	124.76	4.82	3.79
(Daytona)	7364	3920	187.86	.83	.44
(Omni/Shadow)	14488	10489	177.13	1.65	1.16
(Aries)	6751	7187	93.91	.76	.80
(Lancer)	921	1999	46.07	.10	.22
(600)	1046	3065	34.13	.12	.34
(Diplomat/Dynsty)	7634	999	764.16	.86	.11
PLYMOUTH	27300	26207	104.17	3.09	2.92
(Horizn/Sundance)	14484	10813	133.95	1.63	1.21
(Reliant)	7214	5901	122.25	.82	.66
(Caravelle)	841	2902	28.98	.10	.32
(Gren Fury)	812	749	108.41	.09	.08
EAGLE	4855	4126	117.67	.55	.46
(Allnc/Eagl/Prem)	4138	2721	152.08	.47	.30
CHRYSLER CORP	96905	90729	106.80	10.97	10.04
FORD	126228	121825	117.82	15.43	13.56
(Escort)	34525	34460	100.19	3.91	3.84
(Probe)	6561	-	-	.74	-
(Mustang)	13794	15207	90.71	1.56	1.69
(Tempo)	23688	18066	131.12	2.68	2.01
(Taurus)	32780	29793	109.86	3.71	3.31
(Crown Victoria)	9462	10479	90.30	1.07	1.17
(T'Bird)	10041	11857	84.68	1.14	1.32
LINCOLN	14859	14403	103.16	1.68	1.60
MERCURY	42348	43514	97.32	4.80	4.84
(Topaz)	7654	5563	137.59	.87	.62
(Sable)	10060	8749	115.29	1.13	.97
(Grand Marquis)	9936	11506	86.36	1.13	1.28
(Cougar)	9502	10899	87.18	1.08	1.21
LINC/MERC DIV	58101	55896	98.32	6.60	5.60
FORD MOTOR CO	194529	181187	107.37	22.07	20.16
BUICK	46104	44242	104.21	5.22	4.92
(Skyhawk)	1629	3580	52.15	.18	.34
(Somerset/Skylrk)	6141	5747	106.86	.70	.64
(Century)	9946	10471	94.99	1.13	1.16
(Regal)	10057	4940	203.58	1.14	.55
(Riviera)	626	1067	58.67	.07	.12
(Reatta)	383	-	-	.04	-
CADILLAC	19164	19450	98.53	2.17	2.16
(Allante)	341	212	160.85	.04	.02
(Cimarron)	490	1137	43.10	.06	.13
(Eldorado)	2515	1671	150.51	.27	.18
(Seville)	2003	1579	126.85	.23	.18
CHEVROLET	133910	136470	98.12	15.16	15.19
(Celebrity)	19898	23640	84.52	2.26	2.64
(Corsica)	12658	12658	165.10	2.37	1.41
(Beretta)	18671	13702	136.26	2.11	1.52
(Cavalier)	28758	23014	121.26	3.21	2.56
(Camaro)	8576	10229	83.84	.97	1.14
(Corvette)	1956	2063	93.96	.22	.23
(Monte Carlo)	2481	5082	49.45	.28	.68
OLDSMOBILE	61866	61081	101.29	7.01	6.80
(Firenza)	647	1450	44.62	.07	.16
(Calais)	9941	9166	108.46	1.13	1.02
(Cutlass Ciera)	21257	19025	111.73	2.41	2.12
(Cutlass)	9135	9495	96.21	1.03	1.06
(Toronado)	1587	1449	109.52	.18	.16
PONTIAC	53628	52399	101.39	6.21	5.94
(1000)	18	2695	.67	-	.03
(Sunbird)	6956	7195	97.90	.79	.79
(Grand Am)	19647	19438	100.76	2.22	2.17
(6000)	8823	9654	91.39	1.00	1.07
(Bonneville)	8261	7923	104.27	.94	.88
(Firebird)	4928	7152	68.79	.56	.80
(Fiero)	2205	4112	53.62	.25	.46
(Grand Prix)	8449	985	854.30	.96	.11
GEN MTRS CORP	324692	323642	100.32	36.77	36.01
Misc. Domestic	4	23	17.39	-	-
Other Import	266914	273716	97.52	30.23	30.45
U.S. TOTAL	883104	898831	98.25	-	-

UNITED STATES SUMMARY
JULY 1988 ISSUED 08/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

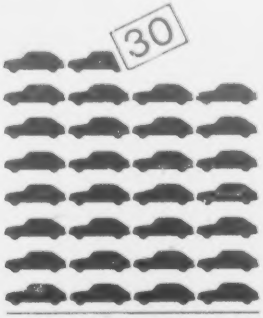
MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END
	1988	1987		1988	1987	1987
CHRYSLER	181894	159128	114.31	2.96	2.70	296362
(Laser)	-	4048	-	-	.07	4792
(Le Baron/GTS)	92457	85946	107.58	1.50	1.45	164640
(NY/S AV/Newport)	83322	62158	134.05	1.36	1.06	115735
DODGE	292355	247459	118.14	4.77	4.20	407174
(Daytona)	45202	17172	263.23	.74	.29	37071
(Omni/Shadow)	81648	78320	104.25	1.33	1.32	116654
(Aries)	62865	58551	107.37	1.02	.99	101062
(Lancer)	7099	15027	47.24	.12	.26	22793
(600)	11382	22081	51.46	.19	.38	36660
(Diplomat/Dynsty)	50793	6883	737.95	.83	.12	15206
PLYMOUTH	200665	219391	91.46	3.27	3.73	343981
(Horizn/Sundance)	79247	86097	92.04	1.30	1.47	123956
(Reliant)	72482	62055	116.80	1.18	1.05	106069
(Caravelle)	11776	22431	52.50	.19	.38	35869
(Gran Fury)	7021	4638	151.38	.11	.08	7703
EAGLE	33523	25322	132.39	.55	.43	44626
(Allnc/Eagl/Prem)	24582	19390	126.78	.40	.33	30921
CHRYSLER CORP.	708437	651300	108.77	11.55	11.06	1092143
FORD	927391	838747	110.64	15.12	14.24	1417270
(Escort)	216226	223182	96.88	3.52	3.77	392758
(Probe)	19999	-	-	.33	-	-
(Mustang)	108135	107090	101.03	1.76	1.82	170566
(Tempo)	151558	148764	108.60	2.63	2.53	222963
(Taurus)	237094	208829	113.53	3.87	3.55	356457
(Crown Victoria)	70545	75678	93.22	1.15	1.29	118312
(T'Bird)	76209	71099	107.19	1.24	1.21	131544
LINCOLN	107272	96167	111.56	1.75	1.63	166599
MERCURY	289488	268242	107.92	4.72	4.56	463432
(Topaz)	46841	41913	111.76	.76	.71	83126
(Sable)	72786	55533	131.07	1.19	.94	102767
(Grand Marquis)	68216	71019	96.05	1.11	1.22	117885
(Cougar)	66885	61923	108.01	1.09	1.05	109922
LINC/MERC DIV.	402852	369509	109.02	6.57	6.28	643473
FORD MOTOR CO.	1330243	1208256	110.15	21.69	20.52	2060743
BUICK	330625	312452	105.82	5.39	5.31	556122
(Skyhawk)	17104	22437	76.23	.28	.38	39454
(Somerset/Skylrk)	35229	41524	84.84	.57	.71	67880
(Century)	67087	86828	77.26	1.09	1.47	151884
(Regal)	70063	29788	235.21	1.15	.51	58672
(Riviera)	5786	11895	48.64	.09	.20	16472
(Reatta)	1555	-	-	.03	-	10
CADILLAC	144346	143382	100.67	2.35	2.44	258146
(Allante)	2064	860	215.00	.03	.02	2064
(Cimarron)	3929	7859	49.99	.06	.13	12609
(Eldorado)	16525	10930	151.19	.27	.19	20282
(Seville)	12232	13021	93.94	.20	.22	20656
CHEVROLET	914111	899858	101.58	14.88	15.28	1493413
(Celebrity)	153289	205531	74.58	2.50	3.47	313491
(Corsica)	128830	45793	281.33	2.10	.78	100084
(Beretta)	116793	50427	231.65	1.90	.86	108387
(Cavalier)	181612	188793	96.20	2.94	3.21	298778
(Camaro)	57998	75233	77.09	.95	1.28	116656
(Corvette)	14506	14764	98.25	.24	.25	24654
(Monte Carlo)	24095	37588	64.10	.39	.64	53784
OLDSMOBILE	409634	431055	95.03	6.68	7.32	715961
(Firenza)	7296	9405	77.57	.12	.16	17252
(Calais)	60608	61066	99.25	.99	1.04	100706
(Cutlass Ciera)	133267	146376	91.04	2.18	2.49	246275
(Cutlass)	54411	64252	84.68	.89	1.09	95190
(Toronado)	9544	9673	98.67	.16	.16	16111
PONTIAC	448867	415438	108.05	7.32	7.06	696842
(1000)	191	4836	3.90	-	.08	5697
(Sunbird)	47645	51905	91.79	.78	.88	80120
(Grand Am)	137123	132154	104.21	2.24	2.24	213778
(6000)	58201	74561	78.06	.95	1.27	124111
(Bonneville)	67839	53359	127.14	1.11	.91	99722
(Firebird)	35700	47825	74.65	.58	.81	73641
(Fiero)	16040	29144	55.04	.26	.50	42466
(Grand Prix)	47105	10004	470.86	.77	.17	14305
GEN MTRS CORP.	2247585	2202185	102.06	36.62	37.41	3720484
Misc. Domestic	55	39	141.03	-	-	80
Other Import	1843234	1825329	101.11	30.14	31.01	3248704
U.S. TOTAL	6136152	5887109	104.23			10122154

UNITED STATES SUMMARY

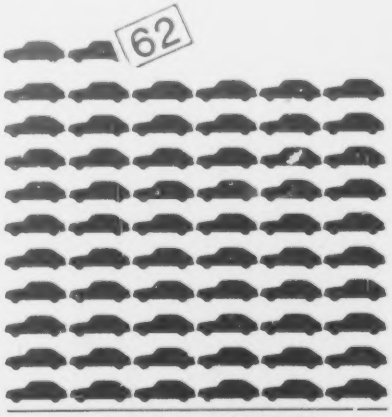
(Memo Total) - Included in Make Total

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

10/31/88 C77153 A

AUGUST
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	20860	26578	78.49	2.32	2.94
(Laser)	-	237	-	-	.03
(Le Baron/GTS)	11926	16459	72.46	1.33	1.81
(NY/5 AV/Newport)	8701	8847	91.61	.90	.98
DODGE	41314	30707	134.54	4.58	3.42
(Daytona)	6722	3979	168.94	.76	.44
(Omni/Shadow)	16016	8390	190.89	1.77	.94
(Aries)	8595	4324	152.52	.73	.48
(Lancer)	1957	1967	53.74	.12	.22
(600)	727	3118	23.32	.08	.35
(Diplomat/Dynsty)	6728	1221	518.26	.70	.14
PLYMOUTH	28157	23139	122.55	3.15	2.56
(Horizn/Sundance)	16585	8605	192.74	1.85	.94
(Reliant)	6869	4378	156.90	.76	.49
(Caravelle)	776	2756	28.16	.09	.31
(Gran Fury)	869	561	119.25	.07	.06
EAGLE	4337	4107	105.70	.48	.45
(Allnc/Eagl/Prem)	3860	2680	144.03	.43	.29
CHRYSLER CORP	94868	84527	112.23	10.53	9.37
FORD	135099	119017	113.51	15.00	13.18
(Escort)	34839	35520	97.52	3.85	3.93
(Probe)	8892	-	-	.50	-
(Mustang)	12556	12860	97.64	1.39	1.42
(Tempo)	24385	15498	161.21	2.77	1.72
(Taurus)	30238	30874	97.94	3.36	3.42
(Crown Victoria)	7640	8028	95.17	.85	.89
(T'Bird)	10591	12885	82.97	1.19	1.43
LINCOLN	12568	11802	106.49	1.40	1.31
MERCURY	42356	42119	100.09	4.70	4.69
(Topaz)	8145	4598	177.39	.90	.52
(Sable)	10415	9909	105.11	1.16	1.10
(Grand Marquis)	8552	9548	89.57	.95	1.06
(Cougar)	10057	11354	88.58	1.12	1.26
LINC/MERC DIV.	56028	55331	100.17	6.22	6.20
FORD MOTOR CO.	191127	174948	109.25	21.22	19.38
BUICK	48189	53699	89.74	5.35	5.95
(Skyhawk)	1650	3584	46.04	.18	.40
(Somerset/Skylrk)	6181	6811	90.75	.69	.75
(Century)	11146	13451	82.86	1.24	1.49
(Regal)	10454	5110	204.58	1.16	.57
(Riviera)	585	1011	57.86	.06	.11
(Reatta)	346	-	-	.04	-
CADILLAC	22979	22423	102.48	2.55	2.48
(Allante)	258	177	145.76	.03	.02
(Cimarron)	579	1252	43.05	.06	.14
(Eldorado)	2395	1688	177.43	.33	.18
(Seville)	2236	1365	163.81	.25	.15
CHEVROLET	127576	137625	92.33	14.12	15.25
(Celebrity)	19118	21102	90.60	2.12	2.34
(Corsica)	18828	13106	143.66	2.09	1.45
(Beretta)	15915	14280	111.45	1.77	1.58
(Cavalier)	28674	23333	122.89	3.20	2.59
(Camaro)	8284	10482	79.03	.92	1.16
(Corvette)	1842	1919	95.99	.20	.21
(Monte Carlo)	2053	5736	35.79	.23	.64
OLDSMOBILE	63180	67626	93.15	1.06	7.51
(Firenza)	577	1593	36.22	.06	.18
(Calais)	10142	9890	102.55	1.13	1.10
(Cutlass Ciera)	23460	22689	103.40	2.61	2.50
(Cutlass)	10422	8253	126.28	1.16	.91
(Toronado)	1392	1338	104.04	.15	.15
PONTIAC	60449	66225	91.28	6.71	7.34
(1000)	4	263	1.52	-	.03
(Sunbird)	6686	6888	97.07	.74	.76
(Grand AM)	16550	20183	82.00	1.84	2.24
(6000)	7855	9732	80.71	.87	1.08
(Bonneville)	7830	9438	82.96	.87	1.05
(Firebird)	4869	6985	69.71	.54	.77
(Fiero)	2218	3713	59.74	.25	.41
(Grand Prix)	9321	972	958.95	1.03	.11
GEN MTRS CORP	321873	347800	92.55	35.75	38.53
Misc. Domestic	7	9	77.78	-	-
Other Import	292729	295292	99.13	32.50	32.72
U.S. TOTAL	900604	902576	99.78		

UNITED STATES SUMMARY
AUGUST 1988 ISSUED 10/88

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R. 1-88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	202754	185706	109.18	2.88	2.74	236362
(Laser)	-	4285	-	-	.06	4792
(Le Baron/GTS)	104383	102405	101.93	1.48	1.51	164640
(NF/S AV/Newport)	91423	71001	128.76	1.30	1.05	115735
DODGE	333669	278166	119.95	4.75	4.10	407174
(Daytona)	51924	21151	245.49	.74	.31	37071
(Omni/Shadow)	97564	86710	112.53	1.39	1.28	116654
(Aries)	69450	62875	110.47	.99	.93	101062
(Lancer)	8156	16994	47.99	.12	.25	22793
(600)	12089	25199	47.97	.17	.37	36660
(Diplomat/Dynsty)	57121	8104	704.65	.81	.12	15206
PLYMOUTH	229022	242530	94.43	3.25	3.57	343981
(Horizn/Sundance)	95832	94702	101.19	1.35	1.39	123956
(Reliant)	79351	86431	178.45	1.13	.98	105069
(Caravelle)	12562	25187	49.84	.18	.37	35869
(Gran Fury)	7690	5199	147.91	.11	.08	7703
EAGLE	37860	29425	128.67	.54	.43	44626
(Allnc/Eagl/Prem)	28442	22070	128.87	.41	.32	30921
CHRYSLER CORP.	803305	735827	109.17	11.42	10.84	1092143
FORD	1063089	957764	111.00	15.11	14.10	1417270
(Escort)	250865	258702	96.97	3.57	3.80	392758
(Probe)	28891	-	-	.40	-	-
(Mustang)	120751	119950	100.67	1.72	1.77	170566
(Tempo)	186542	164262	113.56	2.65	2.42	222963
(Taurus)	267332	239703	111.53	3.80	3.53	356457
(Crown Victoria)	78185	83706	93.40	1.11	1.23	118312
(T'Bird)	86900	83984	103.47	1.23	1.24	131544
LINCOLN	119847	107969	110.99	1.70	1.59	166599
MERCURY	331846	310561	106.85	4.72	4.58	463432
(Topaz)	54987	46611	117.97	.78	.69	63126
(Sable)	83221	65442	127.17	1.19	.96	102767
(Grand Marquis)	76768	80567	95.28	1.09	1.19	117885
(Cougar)	76942	73277	105.00	1.09	1.08	109922
LINC/MERC DIV	458880	425440	107.86	6.52	6.27	643473
FORD MOTOR CO.	1521969	1383204	110.03	21.63	20.37	2060743
BUICK	378814	366151	103.46	5.38	5.39	556122
(Skyhawk)	18754	26021	72.07	.27	.38	39454
(Somerset/Skylrk)	41410	48335	85.67	.59	.71	67880
(Century)	78233	100279	78.02	1.11	1.48	151884
(Regal)	[illegible]	34838	230.72	1.14	.51	58672
(Riviera)	6371	12906	49.36	.09	.13	16472
(Reatta)	1901	-	-	.03	-	10
CADILLAC	167325	165805	100.92	2.38	2.44	258146
(Allante)	2322	1137	204.22	.03	.02	2064
(Cimarron)	4466	9111	49.04	.06	.13	12609
(Eldorado)	19523	12618	154.73	.28	.19	20282
(Seville)	14468	14386	100.57	.21	.21	20656
CHEVROLET	1041157	1037483	100.36	14.75	15.29	1493413
(Celebrity)	172407	225633	76.07	2.45	3.35	313491
(Corsica)	147658	58899	250.70	2.10	.87	190084
(Beretta)	132708	64707	205.09	1.88	.95	108387
(Cavalier)	210286	212126	99.13	2.98	3.12	298778
(Camaro)	86282	85715	77.33	.94	1.26	116656
(Corvette)	16348	16683	97.99	.23	.25	24654
(Monte Carlo)	26148	43324	60.35	.37	.64	62784
OLDSMOBILE	472814	498883	94.77	6.72	7.35	715961
(Firenza)	7873	10959	71.58	.11	.16	17252
(Calais)	70750	70956	99.71	1.01	1.05	100706
(Cutlass Ciera)	156720	159065	92.70	2.22	2.49	246275
(Cutlass)	64853	72545	89.37	.92	1.07	95190
(Toronado)	10936	11311	99.32	.16	.16	16111
PONTIAC	509316	481663	105.74	7.24	7.09	696842
(1000)	195	5159	3.78	-	.08	5897
(Sunbird)	54332	58793	92.41	.77	.87	80120
(Grand Am)	154273	152337	101.27	2.19	2.24	213778
(6000)	66056	84283	78.36	.94	1.24	124111
(Bonneville)	75669	52797	120.50	1.08	.92	99722
(Firebird)	40569	54810	74.02	.58	.81	73641
(Fiero)	18258	32857	55.57	.26	.48	42466
(Grand Prix)	56426	10976	514.09	.80	.16	14305
GEN MTRS CORP.	2569456	2549985	100.76	36.51	37.56	3720484
Misc. Domestic	62	48	129.17	-	-	80
Other Import	214193	212062	101.01	30.44	31.23	3248704
U.S. TOTAL	7036755	6769685	103.94			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	7	-	274	1029	26.63	.01	.03
Chevrolet	118699	26.71	876283	772377	113.45	25.28	23.46
Dodge	43216	9.72	391807	379431	103.26	11.30	11.52
Ford	125616	28.29	1013416	956059	106.00	29.24	29.05
Freightliner	1675	.38	15262	14274	106.92	.44	.43
G.M.C.	34833	7.84	256134	222762	114.98	7.39	6.77
Hino	150	.03	1308	1052	124.33	.04	.03
Isuzu	8687	1.95	55035	65254	84.34	1.59	1.98
Iveco	244	.05	1438	1481	97.10	.04	.04
Jeep	20679	4.65	159904	125534	127.38	4.61	3.81
Kenworth	1572	.35	10742	9389	126.05	.31	.25
Mack/Midliner	2251	.51	16388	15492	105.78	.47	.47
Mercedes Benz	281	.06	2039	2692	75.74	.06	.08
Navistar	7708	1.71	54573	43389	125.78	1.57	1.32
Nissan	14984	3.37	111840	148135	75.50	3.23	4.50
Peterbilt	1319	.30	10491	7017	149.51	.30	.21
Plymouth	14771	3.32	133032	89913	147.96	3.84	2.73
Scania	9	-	111	74	150.00	-	-
Volvo	102	.02	1100	1584	69.44	.03	.05
Western Star	93	.02	959	898	107.91	.03	.03
White	36	.01	1721	4682	36.76	.05	.14
WHITEGMC	508	.20	6563	-	-	.19	-
Other Imports	45740	10.29	339549	427015	79.52	9.79	12.97
Miscellaneous Domestic	875	.20	6666	4265	156.34	.19	.13
U. S. Total	444455		3465647	3292798	105.24		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	274
Chevrolet	516630	329002	18672	1254	187	5085	5191	262
Dodge	313516	77891	-	-	-	-	-	-
Ford	527032	439264	-	10353	-	8161	21856	8750
Freightliner	-	-	-	-	-	-	-	15262
G.M.C.	123028	107618	1850	547	3207	7543	10922	1419
Hino	-	-	-	-	357	319	632	-
Isuzu	50650	-	3105	202	296	355	227	-
Iveco	-	-	703	410	206	119	-	-
Jeep	150759	9145	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	299	10443
Mack/Midliner	-	-	-	-	-	1029	1726	13633
Mercedes Benz	-	-	-	-	-	725	1314	-
Navistar	-	-	-	104	238	16437	15828	21906
Nissan	110921	-	-	-	499	171	249	-
Peterbilt	-	-	-	-	-	-	218	10273
Plymouth	133032	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	111
Volvo	-	-	-	-	-	-	912	188
Western Star	-	-	-	-	-	-	-	969
White	-	-	-	-	-	-	-	1721
WHITEGMC	-	-	-	-	-	-	-	6563
Other Imports	336189	1694	647	-	270	344	205	-
Miscellaneous Domestic	-	1051	-	3656	740	-	44	1177
Total	2262357	965665	25177	16526	6000	58348	59623	92951
1987 Total	2282889	807752	25445	2478	5674	28814	56332	81453
1988 vs '87	99.10	119.56	98.94	666.91	105.76	33.09	102.21	114.12

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	32739	.47	33801	.50
Chevrolet Spectrum	51137	.73	53140	.78
Chrysler Conquest	6948	.10	8015	.12
Dodge Colt/SW	29040	.41	28806	.42
Dodge Colt Vista SW	6786	.10	11252	.17
Eagle Medallion	9418	.13	7072	.10
Ford Festiva	44423	.63	6983	.10
Plymouth Colt/SW	26057	.37	26051	.38
Plymouth Colt Vista SW	6269	.09	10198	.15
Pontiac LeMans	38766	.55	12852	.19
Merkur XR4	3455	.05	4496	.07
Scorpio	3739	.05	2414	.04
Tracer	37209	.53	13930	.21
Others	-	-	680	.01
Total Domestic Sponsored Imports	296006	4.21	219690	3.24
OTHER IMPORTS				
Acura	81245	1.15	66542	.98
BMW	47922	.68	56059	.83
Honda	429383	6.10	404444	5.96
Hyundai	182779	2.60	173218	2.55
Mazda	171298	2.43	133635	1.97
Mercedes Benz	57144	.81	62041	.91
Mitsubishi	40877	.58	43509	.60
Nissan	311399	4.43	340402	5.01
Saab	26761	.38	29818	.44
Subaru	101097	1.44	104569	1.54
Toyota	412992	5.87	380607	5.61
Volkswagen	116787	1.66	119577	1.76
Volvo	61845	.88	68024	1.00
Yugo	21599	.31	33568	.49
Others	79035	1.12	107608	1.58
Total Other Imports	2141965	30.44	2120621	31.23
GRAND TOTAL ALL IMPORT CARS	2437969	34.65	2340311	34.47

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	39052	1.13	45931	1.43
Dodge RAIDER	4882	.14	12477	.38
OTHER IMPORTS				
Isuzu	50850	1.47	61765	1.88
Mazda	64962	1.87	89238	2.71
Mitsubishi	35078	1.01	37127	1.13
Nissan	110921	3.20	146959	4.46
Subaru	31	-	1369	.04
Suzuki	45720	1.32	54313	1.65
Toyota	185511	5.35	237046	7.20
Volkswagen	4487	.13	6125	.19
Others	2074	.06	951	.03
Total Other Import Trucks	499654	14.41	634973	19.28
GRAND TOTAL ALL IMPORT TRUCKS	543588	15.68	694381	21.09

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3953340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

STRATEGY:
BE SMART, THOROUGH & INFORMED.

You need a solid strategy–your company does too. Polk's Automotive Market Information System can help. It provides a database, quarterly report and custom studies on car and truck buyers, including:

- **Vehicle data**
- **Demographics**
- **Geography**

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